Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

- The Challenge is advertising the following free course:

Course: Passwordless Login Solutions for iOS
Landing Page: https://www.udacity.com/course/passwordless-login-solutions-for-ios--ud1028
Location: Australia

- I've created an Adworks Campaign with two Ad Groups. Each Group has two Ads. For the first Ad Group the idea is create awareness about learning iOS Programming Language, and for the second create interest in Passwordless Login Solutions for iOS Course. I've planned two keyword Lists

- The Ad Group structure is detailed in next slide

1. Approach Description – Ad Group Structure

Ad Group 1: Awareness (learn iOS)		Ad Group 2: Interest (iOS Course)	
Ad 1	**Ad 2**	**Ad 1**	**Ad 2**
URL: https://www.udacity.com/course/passwordless-login-solutions-for-ios-ud1028		URL: https://www.udacity.com/course/passwordless-login-solutions-for-ios-ud1028	
H1: **New: iOS Programming Course**	H1: **New: iOS Developer Course**	H1: **Free: iOS Programming Course**	H1: **Free: iOS Developer Course**
H2: **Free Online Course by Udacity**	H2: **Free Courses by Udacity**	H2: **Best Courses by Udacity**	H2: **Online Courses by Udacity**
Path: **course/ios_programming**	Path: **course/ios_developer**	Path: **course/ios_programming**	Path: **course/ios_developer**
Description: **Udacity Brings The Best Course To You. Request Information Today**	Description: **Udacity Brings The Best Course To You. We'll Make You Learn Today**	Description: **Apply For Udacity Free Online Courses. Request Information Today**	Description: **Choose an Udacity Free Online Course. We'll Make You Learn Today**

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

The Campaign has a marketing objective of generating 50 leads during 5 days

2. What primary KPI are you going to track in your campaign?

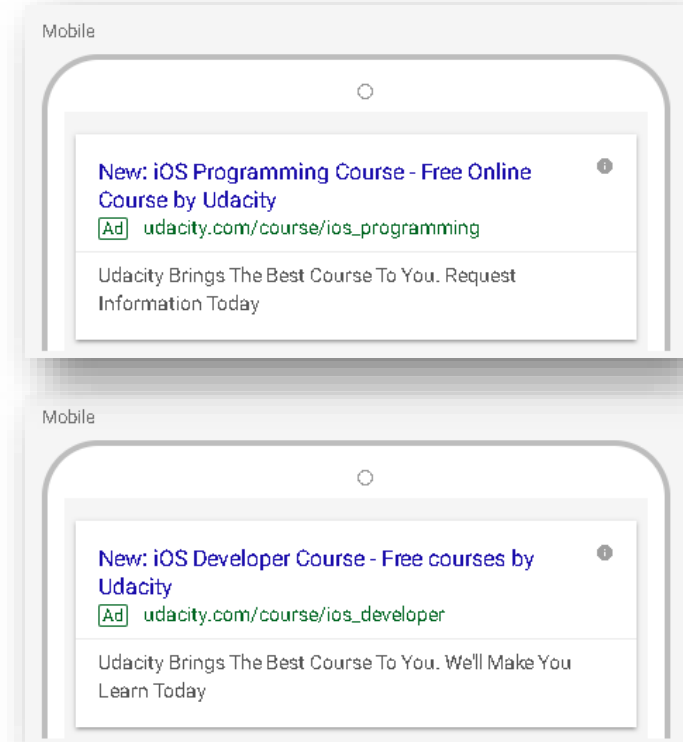**The primary KPI for marketing objective will be the number of leads**

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Ad Groups

Ads and Keywords

Ad Group #1: Ads & Keyword Lists

Ad Group 1: Awareness (learn iOS)

Keyword List

best online ios learning	learn ios 8
learn to create iphone apps	learn coding on iphone
udacity ios learning	best ios learning resources
online nanodegree ios learning	free online learning courses
free ios learning	with certificates
best way to learn ios	free learning courses for adults
development	best free online learning sites
iphone app development for	learn design for ios
beginners	development
online programming learning	build ios app
sites	best resources to learn ios
iphone free course	development
learning ios ui development	learning ios game
best way to learn ios	programming
programming from scratch	best free online learning

Mobile

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Ad Group #2: Ads & Keyword List

Ad Group 2: Interest (iOS Course)	
Keyword List	
ios 10 training	ios developer key
learn iphone programming	ios 10 developer
best courses to study in the world	prerequisites for ios app development
online ios web learning	ios developer requirements
free ios online training programs	ios developer technical skills
online app building classes	professional ios programming with swift
iphone application development course	beginning ios app development nanodegree
learn iphone development	iphone app developer needed
ios developer getting started	
ios developer skill set	
best ios development	

Mobile

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Appendix

Screenshots for Reference

Campaign Description

Campaign Summary