

■ PPC Campaign Plan – Photography Business (Mock Project)

Objective

Create a mock Google Ads campaign to generate leads for a local photography service in Delhi.
Budget = ■10,000 (1 month).

Target Keywords

Keyword	Type	Notes
photographer near me	Transactional	High intent
wedding photographer delhi	Transactional	Strong demand
event photography services	Commercial	Business clients
candid photography delhi	Transactional	Niche keyword
photo studio near me	Informational/Transactional	Local search

Sample Ad Copy

Headline 1: Professional Wedding Photography in Delhi

Headline 2: Book Your Candid Photoshoot Today

Description: Affordable packages, high-quality images, and quick delivery. Book your shoot now!

Budget Allocation

Total = ■10,000

- Google Search Ads: ■7,000

- Display Ads: ■2,000

- Remarketing: ■1,000

KPIs

CTR > 3%, CPC < ■25, Leads generated: 20+, Conversion Rate: >5%