**WSQ Google Ads Summative Assessment**

**Individual Project**

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| **Prepared By** | |
| **Name of Learner:** |  |
| **Signature** |  |
| **Date** |  |

**Instruction:**

**You must complete all tasks indicated in each part.**

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| **Enterprise Profile** | | | | |
| **Name of Enterprise** |  | **Type of Entity:** | SME/ Non-SME  *(\*Delete where applicable)* | |
| **Vision** |  | | | |
| **Mission** |  | | | |
| **Type of Business** | * Private Company * Public Company | **Type of Industry** | |  |
| **Customer Segment** |  | | | |
| **Products/Services** |  | | | |

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| **Part 1: Strategic Planning** | |
| **Objectives** | **Select an objective for a hypothetical Google ads campaign (sales, leads, website traffic, brand consideration, brand awareness, app promotion, local store visits). Justify why you have chosen this objective and how it relates to your business goals and marketing activities.** |
| **SMART Objectives** | **Define clear SMART objectives for this hypothetical Google Ads campaign.** |

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| **Part 2: Setting up a campaign** | |
| **Bidding strategy** | **For your hypothetical campaign, select the appropriate bidding strategy and explain your choice.** |
| **Type of ad** | **Select a suitable media choice for your ad (Search, Display, Video, Performance Max, Demand Gen) and explain why you have selected this type of advert. You may select more than one.** |
| **Audience Targeting** | **Propose a target audience segment for this ad. Explain whether you could use Google data or your own business data to build up this segment. Include relevant details on demographics, affinity segments, in-market segments, life events and any remarketing data.** |
| **Keywords** | **Develop THREE ad groups for this campaign. Demonstrate how you would use relevant tools to research the target keywords and then recommend how you would split these keywords into different ad groups.** |
| **Copywriting** | **Create a mockup of your Google ad for this campaign. Consider the message, keywords, target audience and extensions are in alignment. provide screen grabs on the ad when complete.** |
| **Budget** | **Recommend a suitable budget and schedule for this campaign to align with your objectives.** |

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| **Part 3(i): Measuring a campaign** | |
| **Metrics** | **For your hypothetical campaign, select suitable metrics to assess the performance. Explain why you have chosen these metrics.** |

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| **Part 3 (ii): Optimising a Campaign** | |
| **Experiments** | **Identify how you would set up an experiment to test at least 2 different aspects of this campaign.** |
|  | **Propose optimisations and adjustments to the campaign in order to elevate the Quality Score.** |