

Online Marketing/ SEO plan

Google AdWords will be used as the primary source of my ad campaign. As of now, my main goal is to reach as many people as possible but right now I am solely focusing on reaching people closer in my region as it is easier to make communicate with my audience that way. I am also trying to target a younger and more diverse population as they are more open to new ideas.

Keywords that are going into my campaign are Philosophy, science, history, religion, god, culture, Christianity, Jesus, belief, etc. As my campaign progresses I would like to overall capture the Muslim audience as well as those of other religions. As for now though the keywords pertain to Christianity because they are the most widespread in my state of residence.

The duration of my campaign would be about a month and I would like to heighten the effectiveness of it during this time of heightened religious belief to better spread awareness of other cultures. Also due to unknown circumstances that would occur in the future, I think it is the perfect time to maximize my budget into a one month/ max reach plan.