

Google Ads Creation Scenario

Scenario Background

You are a **Junior Digital Marketing Executive** working at a marketing agency in Singapore. Your client is a **local service-based business** called:

BrightMind Tuition Centre

A tuition centre offering **Primary & Secondary Math and Science classes**

Location: Singapore

Business Goal: Increase **student enrolments** via website inquiries

The client wants to launch a **Search Ads campaign** using **Google Ads** to attract parents who are actively searching for tuition services.

Overall Campaign Objective

- Primary Goal: **Generate Leads**
- Conversion Action:
 - “Submit Enquiry Form”
 - “Call Tuition Centre”
- Target Audience:
 - Parents of students aged **7–16 years**
 - Located in **Singapore**
 - Searching for tuition-related keywords

PART 1: Campaign-Level Requirements

Students must create **ONE Search Campaign** with the following specifications:

Campaign Settings

Setting	Requirement
Campaign Type	Search
Campaign Goal	Leads
Campaign Name	BM_Search_Tuition_SG_2026
Networks	Google Search Network only (Exclude Display)
Locations	Singapore
Language	English
Bidding Strategy	Maximize Conversions
Budget	SGD \$20 per day
Ad Rotation	Optimize (Recommended)

PART 2: Ad Group-Level Requirements

Students must create **3 Ad Groups**, each targeting a different intent.

Ad Group 1: Primary School Tuition

Ad Group Name

Primary_Tuition

Keywords (Minimum 6)

- primary tuition singapore
- primary math tuition
- primary science tuition
- tuition centre for primary school
- best primary tuition
- primary tuition near me

Match Types:

- At least **2 Phrase Match**
- At least **2 Exact Match**
- Remaining can be Broad Match

Ad Group 2: Secondary School Tuition

Ad Group Name

Secondary_Tuition

Keywords (Minimum 6)

- secondary tuition singapore
- secondary math tuition
- secondary science tuition
- o level tuition centre
- best secondary tuition
- secondary tuition near me

Negative Keywords (Required)

Students must add **at least 5 negative keywords** at ad group or campaign level:

Examples:

- free
- jobs
- tutor salary
- online course
- pdf

PART 3: Ad Copy-Level Requirements (Responsive Search Ads)

Each ad group must contain **at least 1 Responsive Search Ad (RSA)**.

RSA Requirements (Per Ad Group)

Headlines (Minimum 8, Max 15)

Rules:

- Max 30 characters per headline
- Must include:
 - 1 headline with **location** (Singapore)
 - 1 headline with **benefit**
 - 1 headline with **CTA**

Example Headlines:

- Primary Tuition Singapore
- Improve Math & Science
- Trusted Tuition Centre
- Small Class Sizes
- Free Trial Class Available
- Enrol Your Child Today
- MOE-Trained Tutors
- Results-Oriented Teaching

Descriptions (Minimum 4, Max 4)

Rules:

- Max 90 characters per description
- Must include:
 - Value proposition
 - Call-to-action

Example Descriptions:

- Help your child excel in Math & Science with experienced tutors.
- Small group classes focused on results. Book a free trial today.
- Trusted tuition centre in Singapore for Primary & Secondary students.
- Enrol now and give your child a strong academic foundation.