Project 5 - Part 1 Create an AdWords Campaign





Campaign Approach

Description, Marketing

Objective, and KPI

1. Approach Description

The course which has been assigned to me is the course with title: Interactive 3d Computer Graphics and the country is India.

My approach is that I have created two ad groups. The first group is for people who are in awareness stage of the customer journey and the keyword also selection has been done according to this stage. A I have select branded keywords, generic keywords, related keywords and competitors keywords. The same apply for the second group. But for the first group the keywords didn't contain very specific terminology in computer graphics.

The second group is about people who are in the desire stage. Also I have select keywords that are branded, generic, related, competitors keywords. This time more specific terminology keywords about 3D Computer Graphics has been selected. The text on ad they try to emphasize that is a free course.



2. Marketing Objective & KPI

- 1. The Marketing Objective of the campaign are to get 10 new subscription in period of 5 days.
- 2. The primary KPI of the campaign is the increase of web site traffic by 20%.



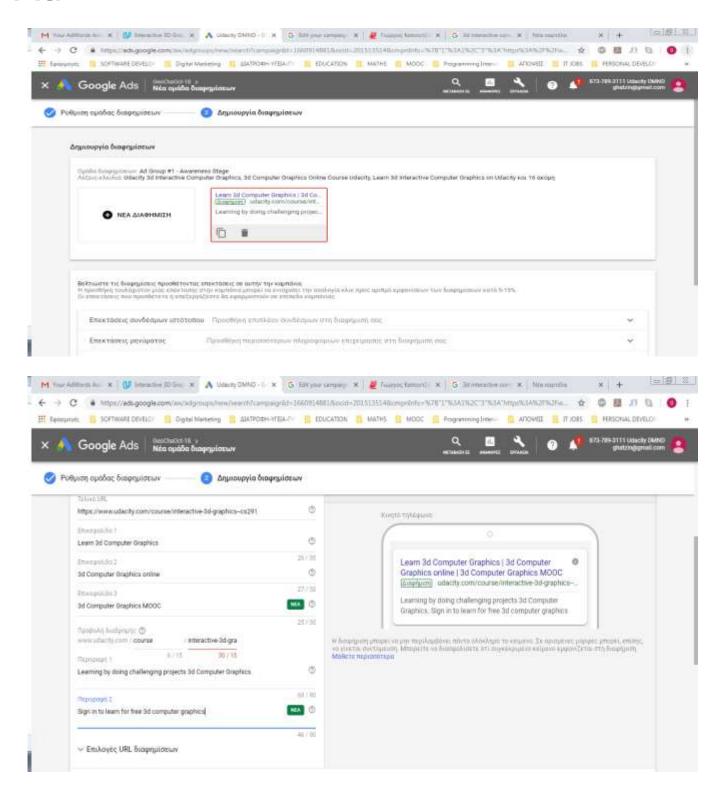
Ad Groups Ads and Keywords

Ad Group #1 – Awareness Stage: Ads & Keyword Lists

BRANDED KEYWORDS	GENERIC KEYWORDS	RELATED KEYWORDS	COMPETITOR KEYWORDS
Udacity 3d Interactive Computer Graphics Course	Computer Graphics Multimedia	Mathematics for 3d Computer Graphics	computer graphics tutorial
3d Computer Graphics Online Course Udacity	3d Computer Graphics	Real Time Rendering in Computer Graphics	computer graphics and multimedia
Udacity 3d Interactive Computer Graphics Course	Overview of 3d Computer Graphics	3d viewing devices in Computer Graphics	computer interface
3d Computer Graphics Online Course Udacity	Certificate in 3d computer graphics	Programming Languages for Computer Graphics	multimedia in computer graphics
Udacity 3d Computer Graphics Course	Massive Online Learning Courses in Computer Graphics	Real Time Animation	rendering in computer graphics

DIGITAL MARKETING

Ad

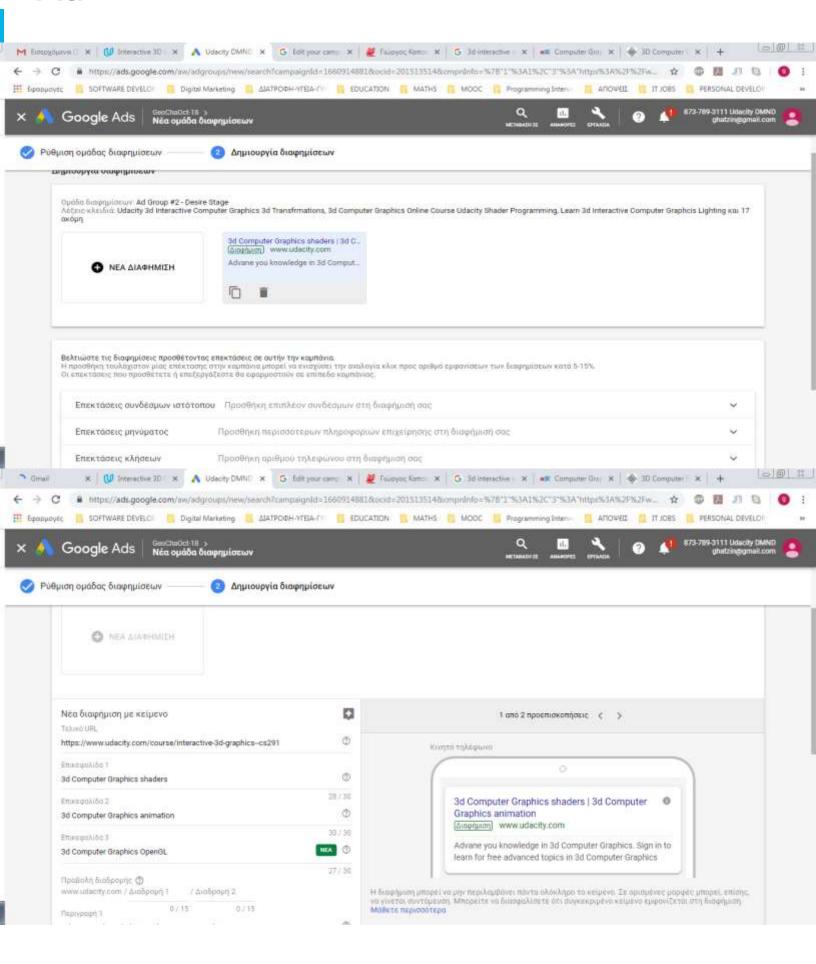




Ad Group #2 – Desire Stage: Ads & Keyword List

BRANDED KEYWORDS	GENERIC KEYWORDS	RELATED KEYWORDS	COMPETITOR KEYWORDS
Udacity Interactive Computer Graphics 3d Transformations	3d Tranformations	Basic Math for Computer Graphics	computer graphics tutorial
Udacity 3d Computer Graphics Online Course Shader Programming	Lighting in 3d Computer Graphics	Real Time Rendering in Computer Graphics	computer graphics and multimedia
Udacity Learn 3d Interactive Computer Graphics Lighting	Shader Programming	OpenGL	computer interface
Udacity 3d Interactive Computer Graphics interaction and animation	Texture and Reflections in 3d Computer Graphics	C++	multimedia in computer graphics
Udactiy 3d Coputer Graphics texture and Transformations	Interaction and Animation	Real Time Animation	rendering in computer graphics

Ad



Appendix Screenshots for Reference

Campaign Summary

