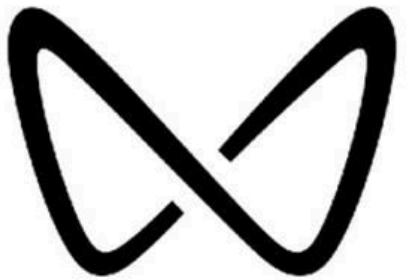


MARKETING STRATEGY FOR MAHINDRA XUV 800 EV



Presented by
Isha Singh



FUTUREPROOF POWER.



MAHINDRA XUV 800 EV

TASKS

01

STRATEGY
DEVELOPMENT

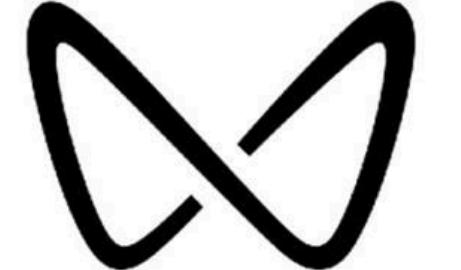
02

CAMPAIGN
1 SETUP

03

CAMPAIGN
2 SETUP





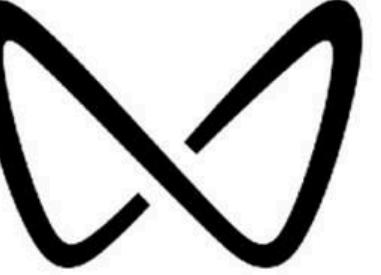
01

STRATEGY DEVELOPMENT



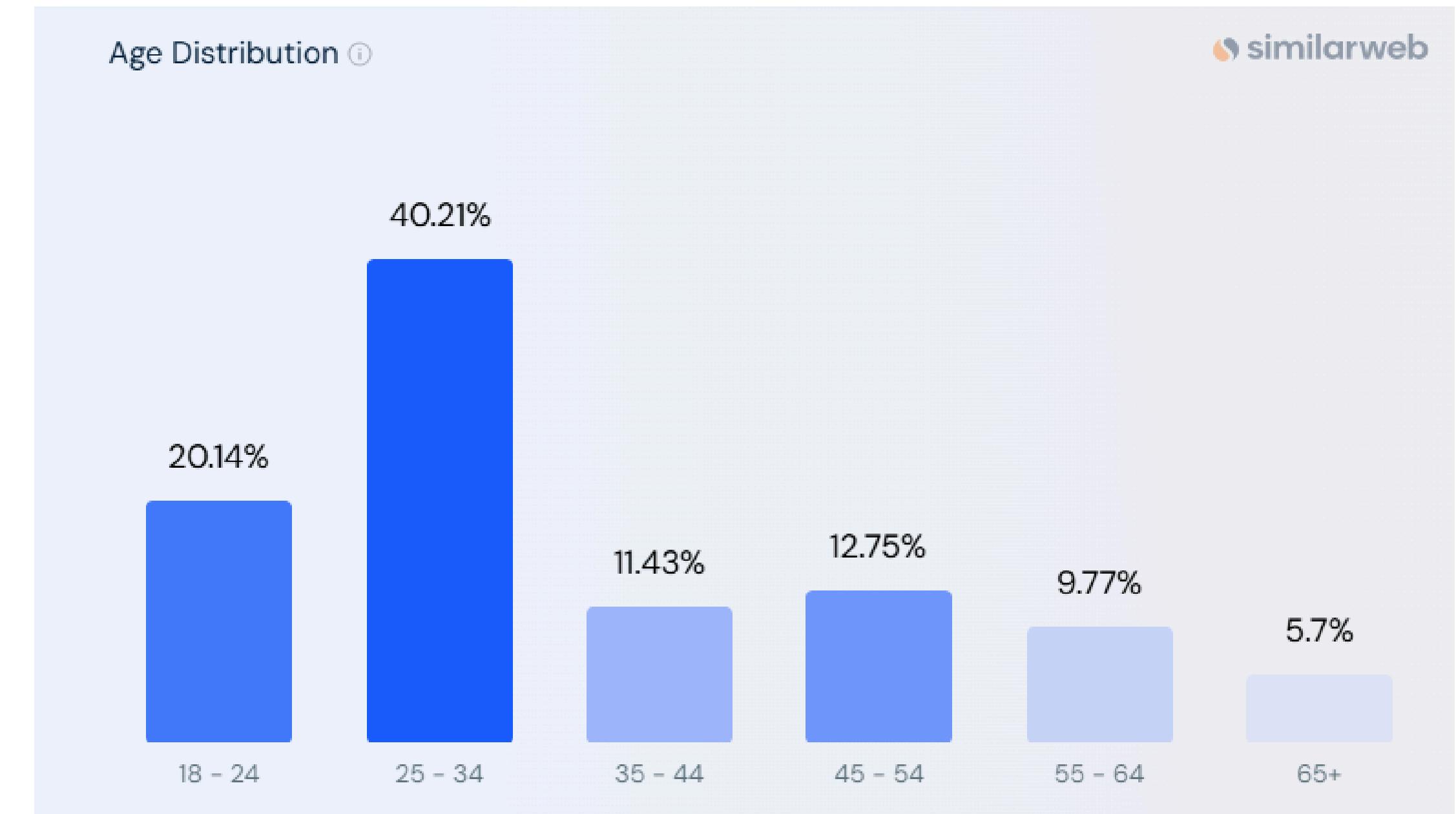
In this task, I am developing a comprehensive marketing strategy to promote lead generation for Mahindra XUV800 EV.

OBJECTIVE



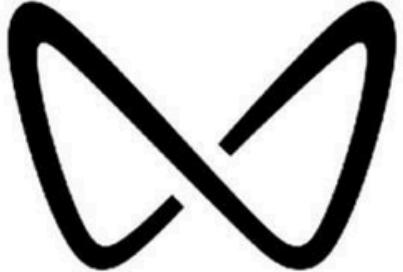
The primary objective is to promote lead generation for the Mahindra XUV800 by driving traffic to the landing page and encouraging potential customers to fill out inquiry forms to schedule test drives.





The above graph is showing the percentage of age-groups of the website visitors of Mahindra Electric Webpage. Analysing this data I have taken the target age-group as 20 - 55 years.

TARGET AUDIENCE



DEMOGRAPHICS

AGE

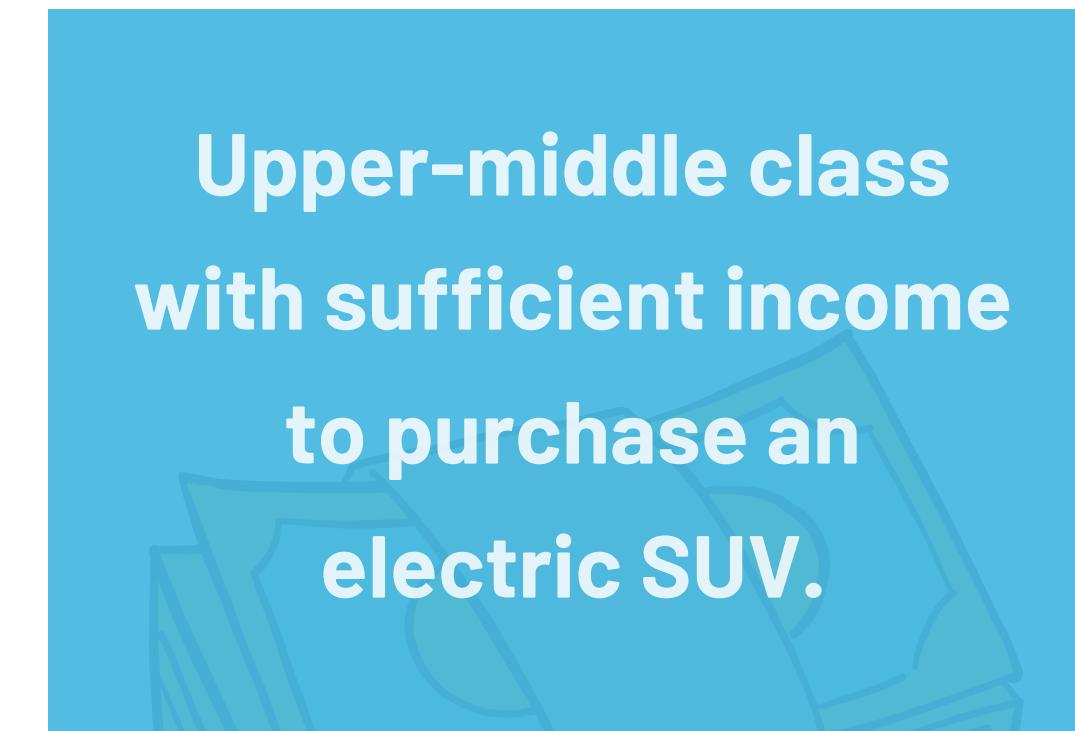
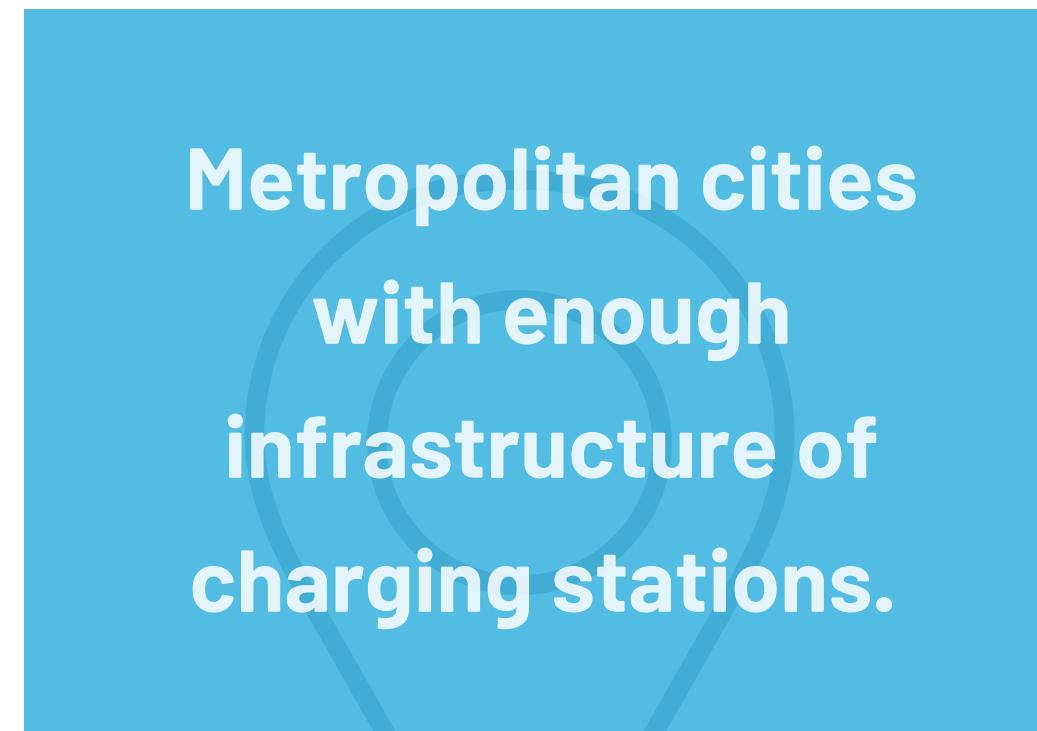
Age 20-55 years, with an affinity for SUVs and technology.

LOCATION

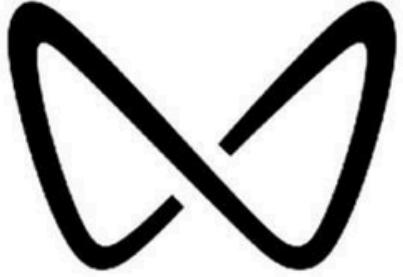
Metropolitan cities with enough infrastructure of charging stations.

INCOME

Upper-middle class with sufficient income to purchase an electric SUV.



TARGET AUDIENCE



PSYCHOGRAPHICS

TECH-LOVER

People who is looking for stylish modern looking car with advance features.

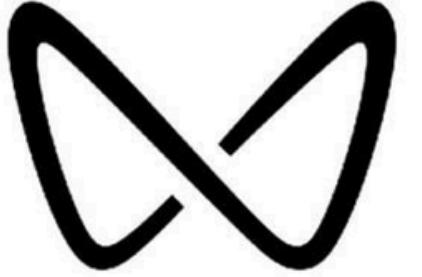
LIFESTYLE

People who prioritize comfort as well as their lifestyle.

ENVIRONMENTAL SAFETY

People aiming to switch to automobiles that emit zero or extremely low levels of pollution.

TARGET AUDIENCE



BEHAVIOR

ECO-FRIENDLY

People who are following eco-friendly brands on social media.

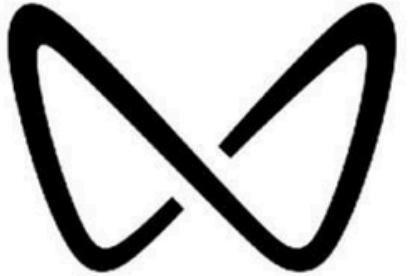
LUXURY LOVER

People who have an interest in luxury automobiles and brands.

LOYAL CUSTOMERS

People who are loyal customers of Mahindra & do not shift to a new brand.

CAMPAIN MESSAGE



**Embrace the Future and Conquer Any Terrain with
the All-Electric Mahindra XUV 800 EV.**

Charge Forward, Breathe Easy: Silent Power: Experience the thrill of electric acceleration without the roar of a gas engine. Zero Emissions: Be part of a cleaner future with zero tailpipe emissions. Breathe easy, drive responsibly.

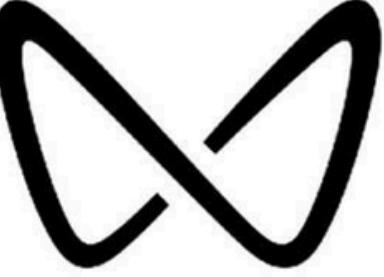
Unleash the Adventure: Unmatched Performance: Experience the exhilaration of instant torque and a smooth, powerful drive. Spacious Comfort: The XUV 800 EV offers ample space for your family and adventures, in luxurious comfort.

KEY SELLING POINTS



- **Mahindra Brand Image:** Mahindra has a strong reputation in India for building tough and reliable SUVs. This brand image could carry over to the XUV800 EV.
- **Focus on sustainability:** Mahindra has recently emphasized its commitment to electric vehicles and sustainability, which could resonate with environmentally conscious buyers.
- **Spacious interior:** The XUV800 is known for its generous passenger and cargo space. This is likely to be carried over to the EV version.

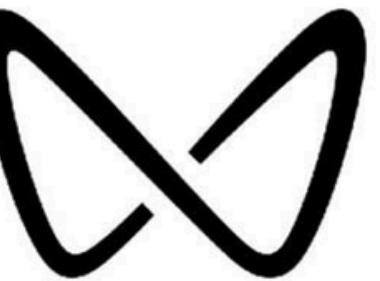
AD FORMAT



In campaign 1, I will target users actively searching for XUV 800, electric SUVs or related terms using Google search Ads campaign.

WHY SEARCH ADS?

Google Search Ads help Mahindra reach people who are actively looking for electric vehicles or related terms like 'electric SUV India' or 'upcoming electric cars.' This way, the ad is shown to those genuinely interested in the XUV800, increasing the chances of turning them into potential customers.

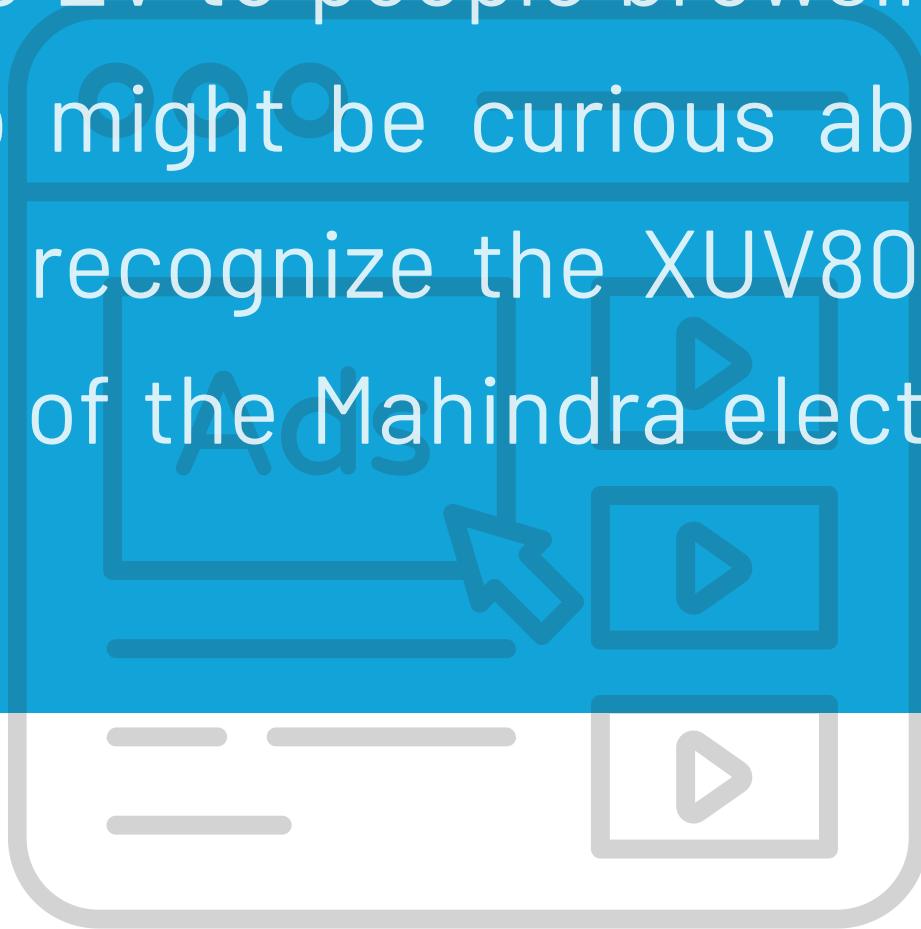


AD FORMAT

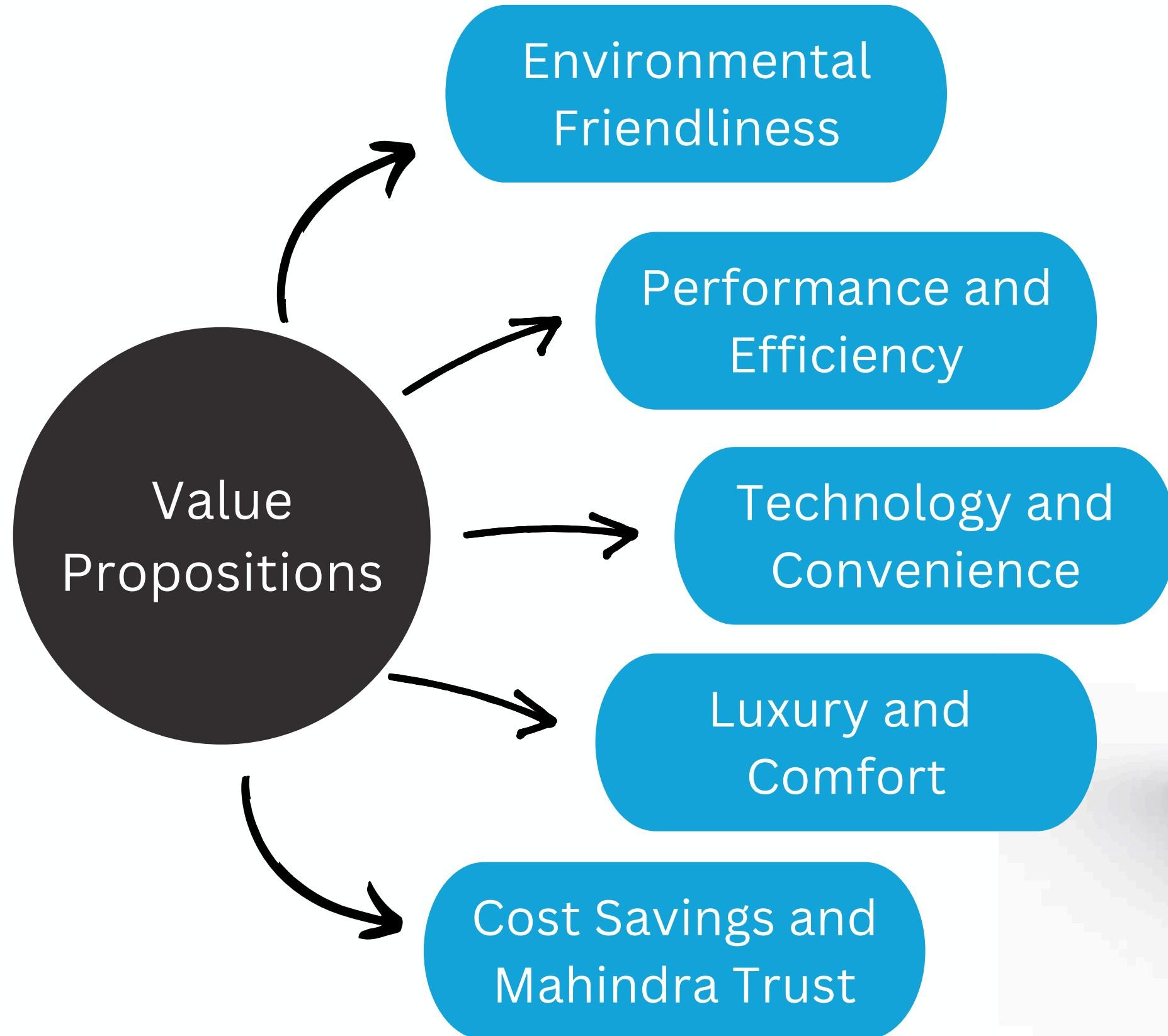
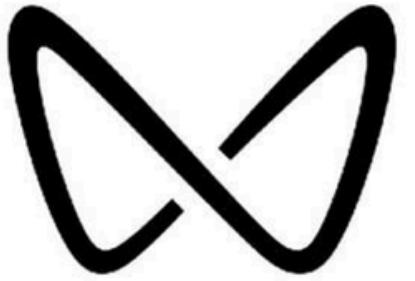
In campaign 2, I will build brand awareness through Google display Ads campaign.

WHY DISPLAY ADS?

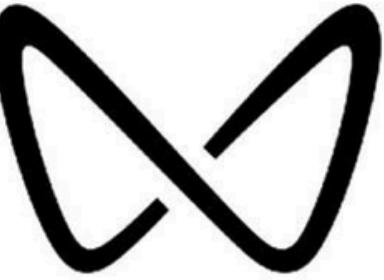
Display ads show the XUV800 EV to people browsing different websites, reaching a larger group who might be curious about electric vehicles. These ads help more people recognize the XUV800 EV. Seeing the ads often can make people think of the Mahindra electric vehicle first when they want an electric SUV.



VALUE PROPOSITIONS



BUDGET ALLOCATION

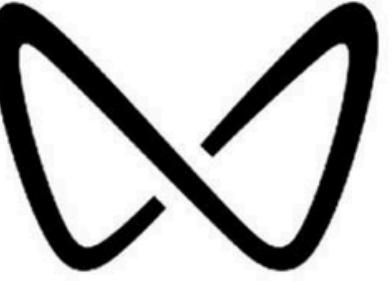


TOTAL BUDGET
RS 10 LAKHS

Rs 6 Lakhs
Search Campaign

Rs 4 Lakhs
Display Campaign

Search ads have strong user intent and delivers better ROI, while display ads are best to create awareness and retarget existing visitors.



CAMPAIGN 1: SEARCH ADS

(BUDGET: ₹6 LAKHS)

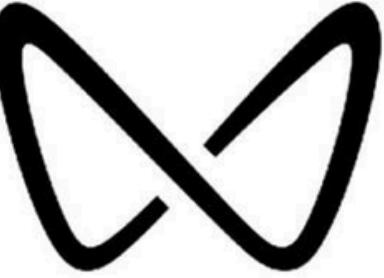
Daily Budget - ₹10,000 (₹6 lakhs/60 days)

Duration - 60 days

- **Reasoning:** Search Ads are crucial for capturing users actively looking for electric vehicles. A higher budget allocation allows you to target a wider range of relevant keywords and potentially reach more qualified leads.
- **Bidding Strategy:** Maximized Clicks (Max Clicks) - This strategy prioritizes getting as many clicks on your ads as possible within your daily budget.

CAMPAIGN 2: DISPLAY ADS

(BUDGET: ₹4 LAKHS)

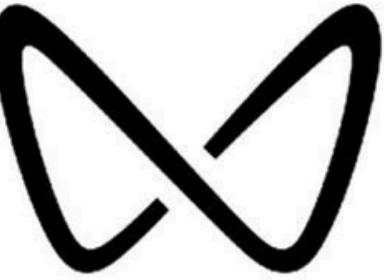


Daily Budget - ₹10,000 (₹4 lakhs/40 days)

Duration - 40 days

- **Reasoning:** Display Ads broaden your reach by targeting users who might be passively interested in electric SUVs. A slightly lower budget allows for brand awareness building and remarketing to website visitors.
- **Bidding Strategy:** Target CPA (Cost Per Acquisition) - This strategy focuses on optimizing your ad placements and targeting to generate leads (conversions) at a predetermined cost. This is ideal for display ads as it prioritizes conversions over clicks.

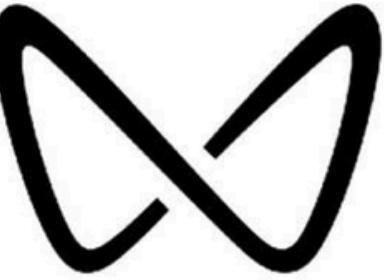
TARGET LOCATIONS



Mumbai: Mumbai, the financial capital of India, is another major metro with a large potential customer base. Similar to Delhi, Mumbai has a growing upper-middle class and a developing EV charging network.

Bengaluru: Often referred to as the "Silicon Valley of India," Bengaluru is a hub for the IT industry and is home to a young, tech-savvy population. This demographic is likely to be early adopters of electric vehicles, making Bengaluru a prime target market.

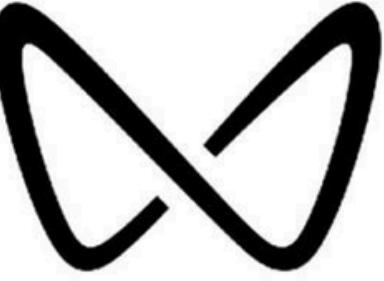
TARGET LOCATIONS



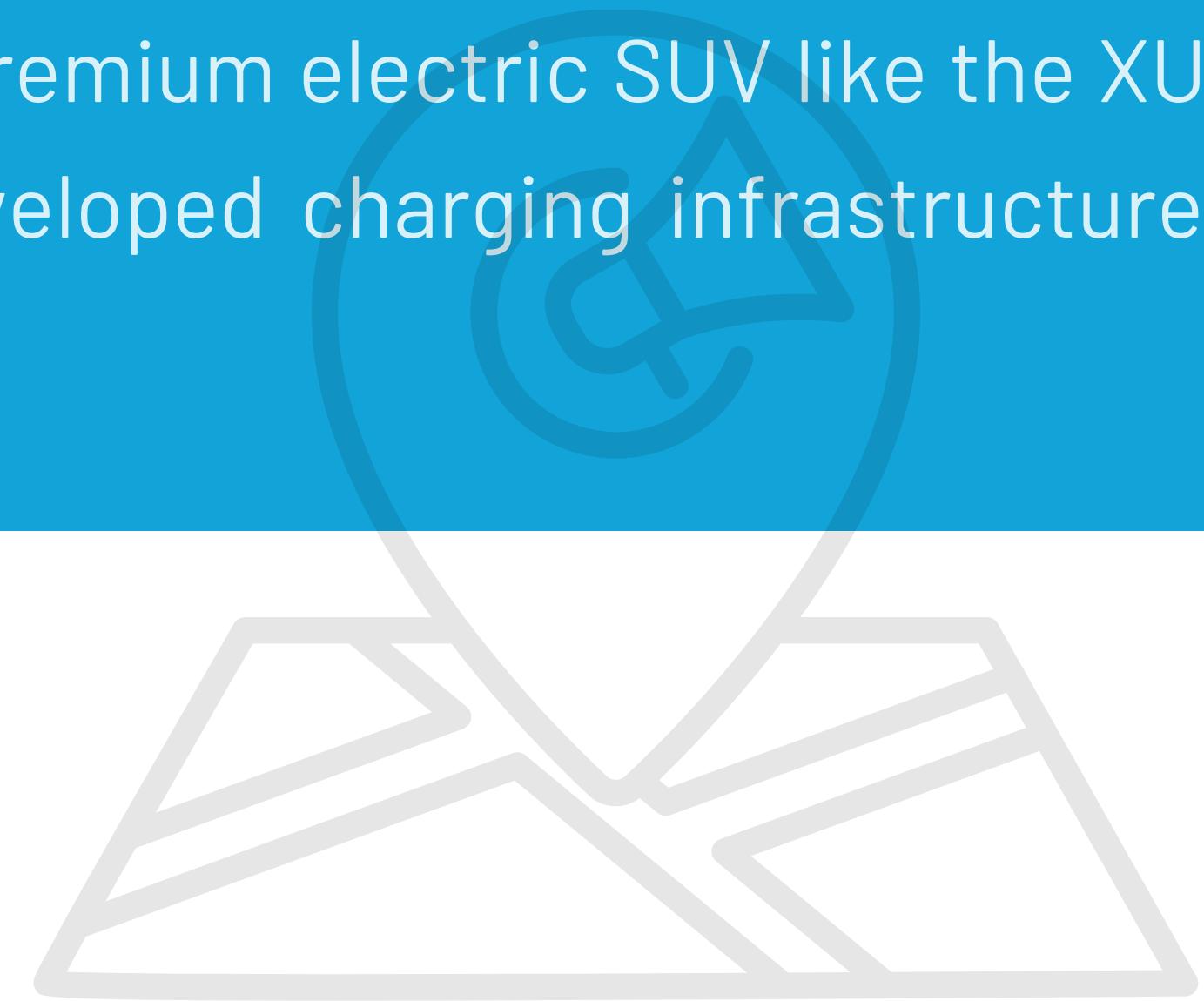
Hyderabad: Hyderabad is another major IT hub in India and is experiencing rapid growth. The city is also actively promoting electric vehicle adoption with various initiatives. This combination makes Hyderabad an attractive target market for the XUV800.

Pune: Pune is a large city known for its manufacturing and automobile industries. Residents of Pune are likely to be aware of and interested in new car models, including electric vehicles. Additionally, Pune is working towards improving its EV charging infrastructure.

TARGET LOCATIONS



Delhi: The capital of India, Delhi is a major metropolis with a high concentration of affluent residents. This makes it a good target market for a premium electric SUV like the XUV800. Additionally, Delhi has a well-developed charging infrastructure which is crucial for EV adoption.



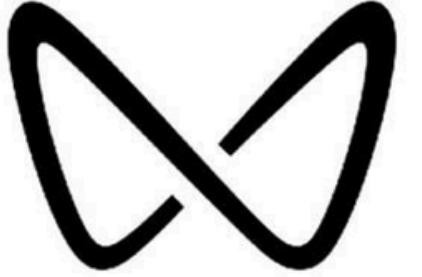


02

SEARCH CAMPAIGN SETUP



In this task, I am setting up a google search ads campaign targeting potential customers interested in electric vehicles in selected cities.



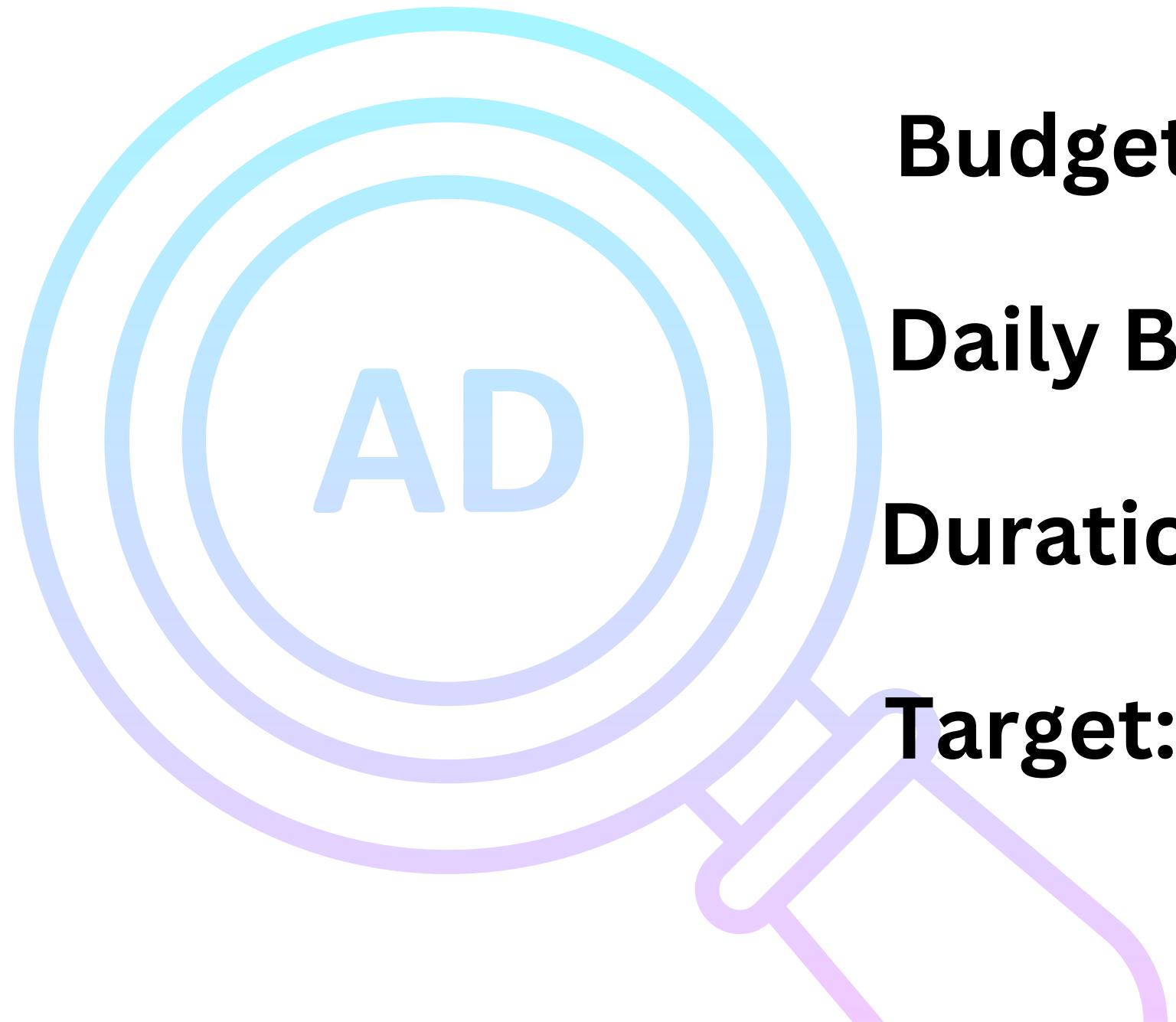
SEARCH AD

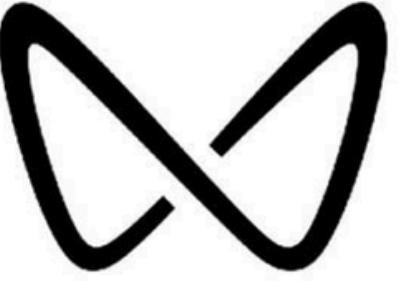
Budget :- ₹6 lakh

Daily Budget :- ₹10,000(₹6lakhs/60days)

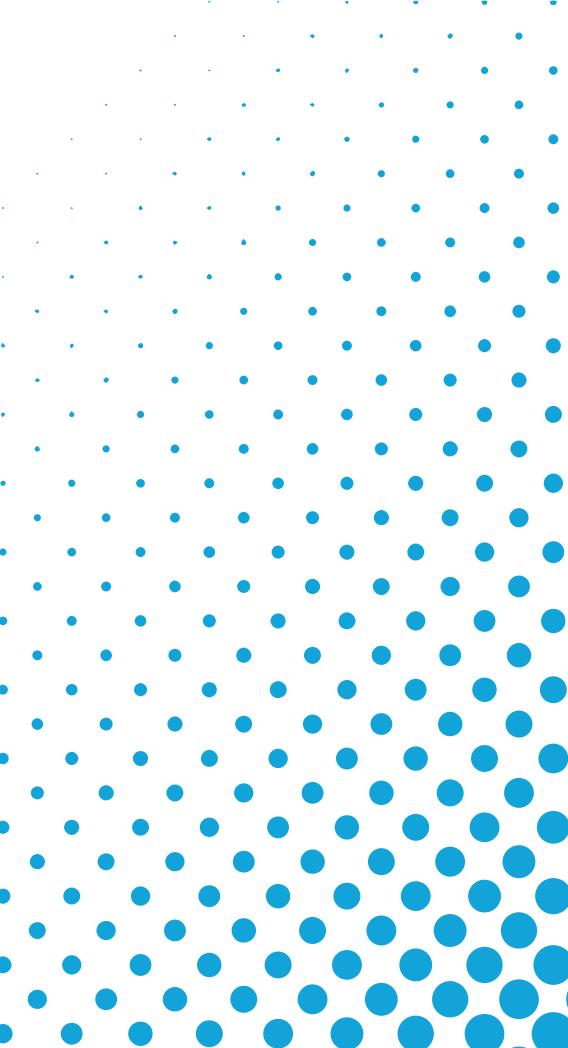
Duration:- 60 days

Target:- Lead Generation

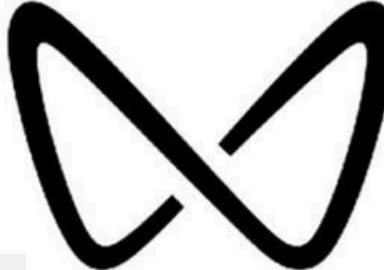




Let's start creating our first
campaign on **GOOGLE ADS**

A semi-transparent background image of a white car, likely a Tesla Model S, is centered behind the text. A large, solid yellow arrow points from the bottom left towards the right side of the car, indicating a direction or action.

Step 1



Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

Sales
Drive sales online, in app, by phone, or in store

Leads
Get leads and other conversions by encouraging customers to take action

Website traffic
Get the right people to visit your website

App promotion
Get more installs, engagement and pre-registration for your app

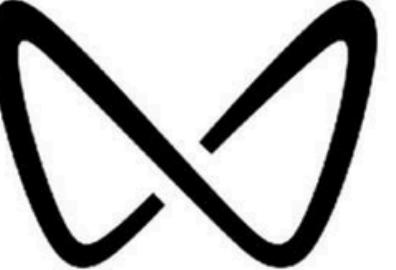
Awareness and consideration
Reach a broad audience and build interest in your products or brand

Local store visits and promotions
Drive visits to local stores, including restaurants and dealerships.

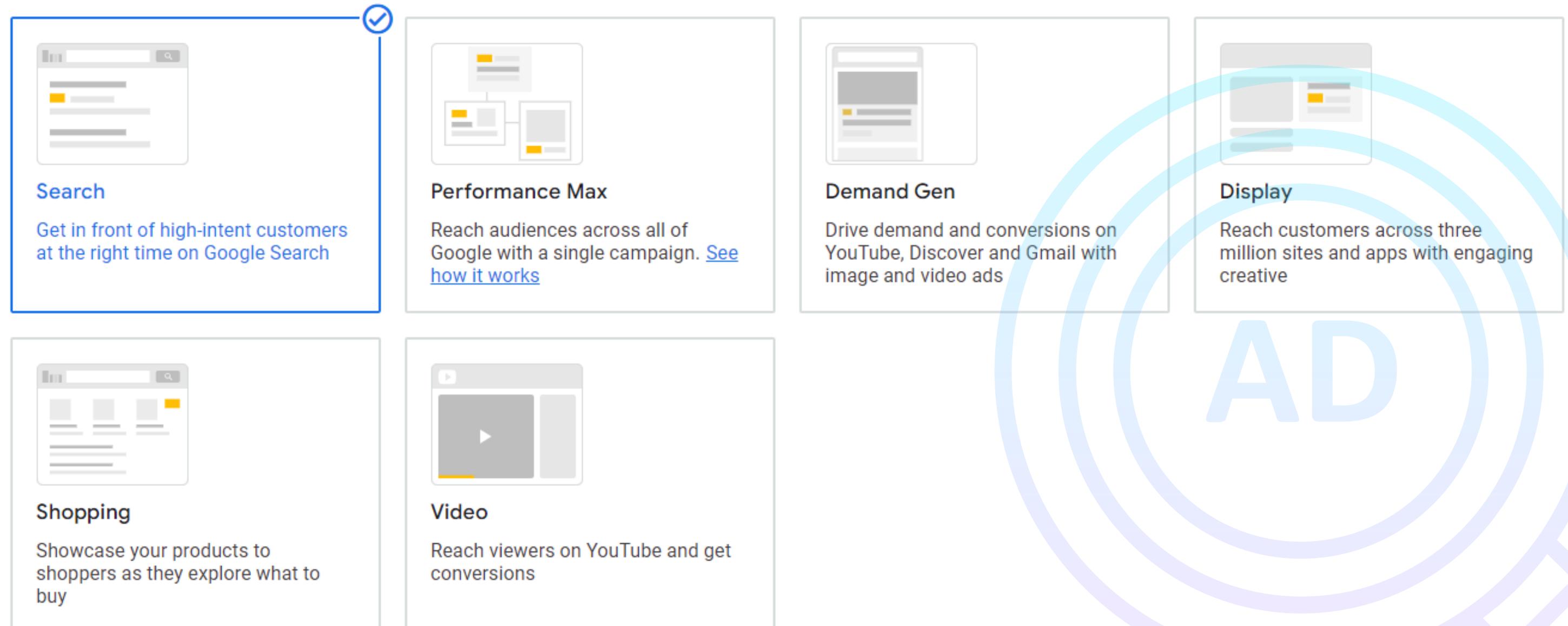
Create a campaign without a goal's guidance
Choose a campaign type first, without a recommendation based on your objective.

I have selected “**Leads**” as campaign objective because we have to promote lead generation for the Mahindra XUV800 electric vehicle.

Step 2

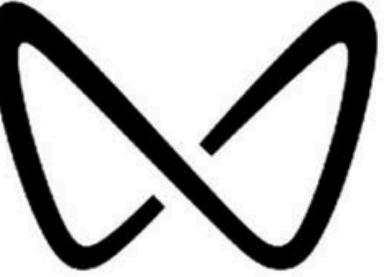


Select a campaign type



I have selected campaign type “**Search**” because we need Maximise Clicks.

Step 3



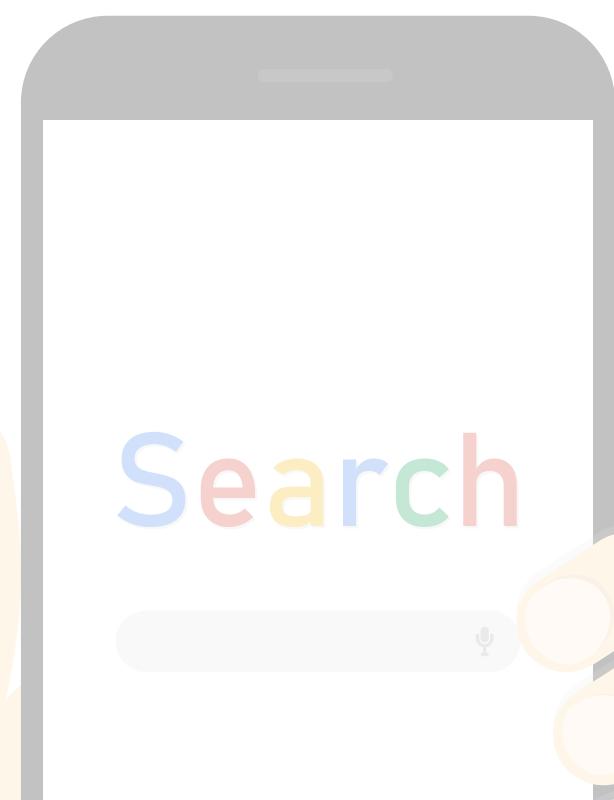
Select the ways you'd like to reach your goal ⓘ

Website visits

<https://www.mahindraelectricautomobile.com/xuv80>

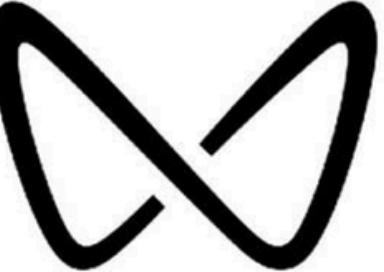
Store visits

App downloads



My goal is to get website visits so I selected “**Website visits**” and entered the landing page URL on which I want to get the traffic.

Step 4



Choose your leads conversion goals

Pick the most important leads goals that you would like to focus on. Based on your selection, Smart Bidding will then optimize for delivering your ads to the right people to meet the goals. [Learn more about smart bidding](#)

Form submissions from your ads

Let highly engaged leads enter their info right from your ad. Easy to set up and integrate with any lead management system. No coding required.
[See examples](#)

Form submissions from your website

Gather leads' information through a form on your website. Some coding may be required.

[Edit URL](#)

Phone calls from your ads

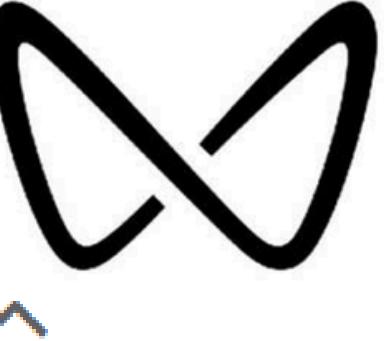
Let engaged leads call right from your ads. No coding required. [See examples](#)

Sign up

Show your ads to people who are most likely to signs up for a free newsletter or trial, creates an account, or pre-registers

I have selected "**Form submission from your website**" as leads conversion goal because I want visitors to fill out the enquiry form on my landing page.

Step 5



Bidding

What do you want to focus on? [?](#)

Clicks

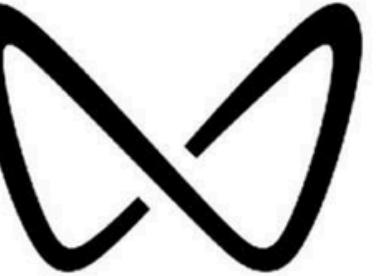
Set a maximum cost per click bid limit

Maximum CPC bid limit [?](#)

 ₹ 55.25

In bidding, I have selected “**Clicks**” as I am focusing on maximizing clicks and set a max. cost per click bid limit as ₹55.25 after calculating the average of low bid and high bid values of targeted keywords.

Step 6



Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners ②

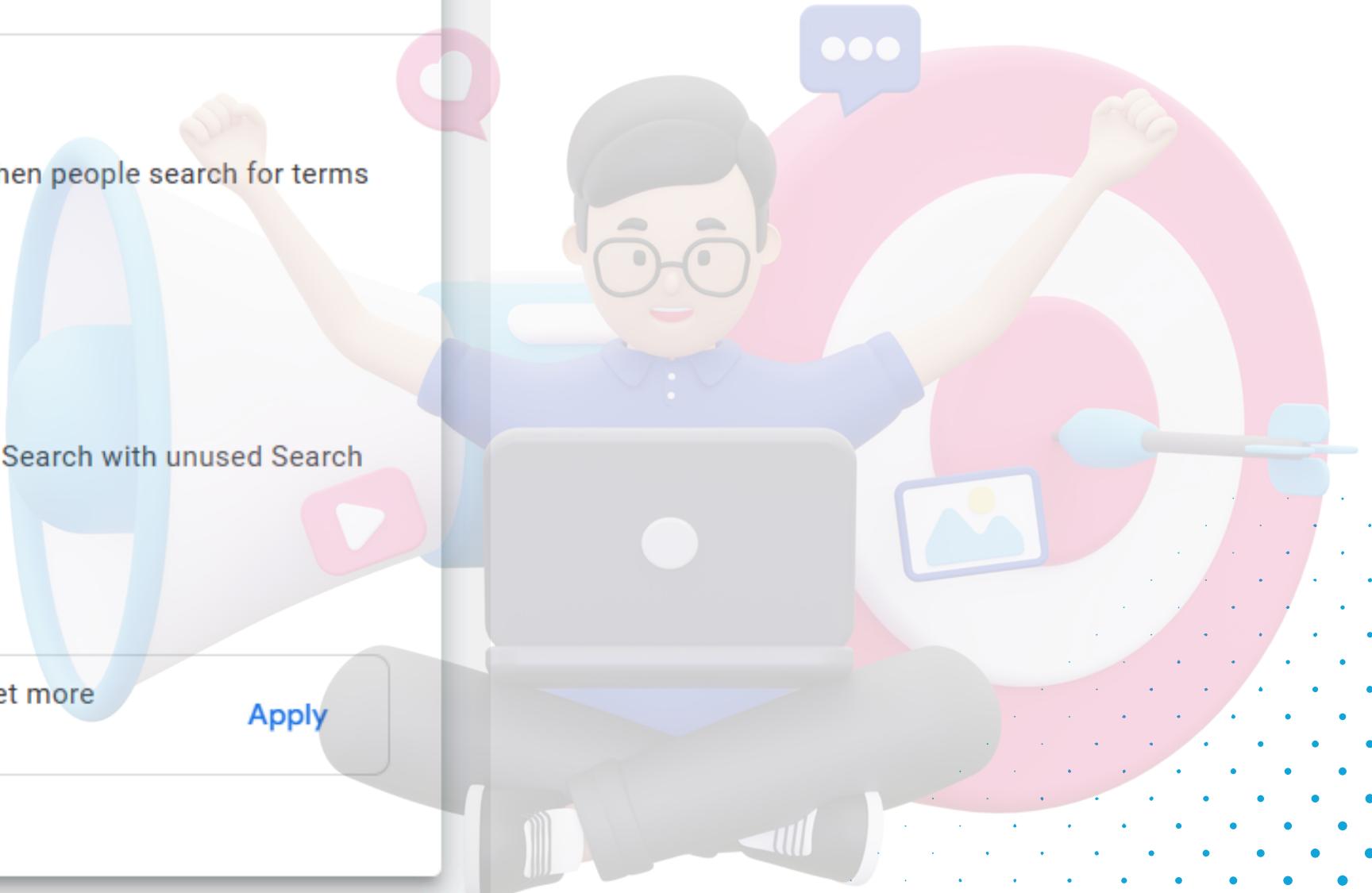
Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

Include Google Display Network ②

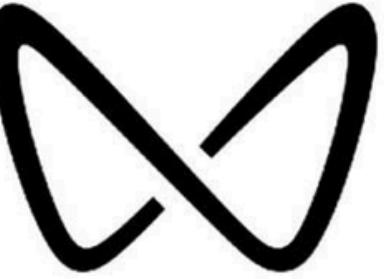
Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA) ②

Apply



In networks, I have selected only “**Search Network**” as I want to only show my ads on Google Search results and other Google sites when people search for terms that are relevant to our keywords.

Step 7



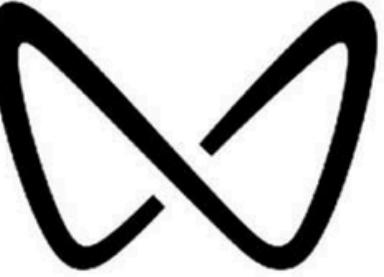
 Enter another location

Targeted locations (3)	Reach <small>?</small>	
Bengaluru, Karnataka, India city	31,500,000	
Delhi, India union territory	32,100,000	
Mumbai, Maharashtra, India city	19,600,000	



In locations, I have selected **Delhi, Mumbai & Bengaluru** considering EV infrastructure, pollution and government subsidies.

Step 8



Languages

Select the languages your customers speak. ⓘ

Start typing or select a language

English X



In languages, I have only selected **English** as my target audience is educated segment and uses English to search on Google.

Step 9

Audience segments

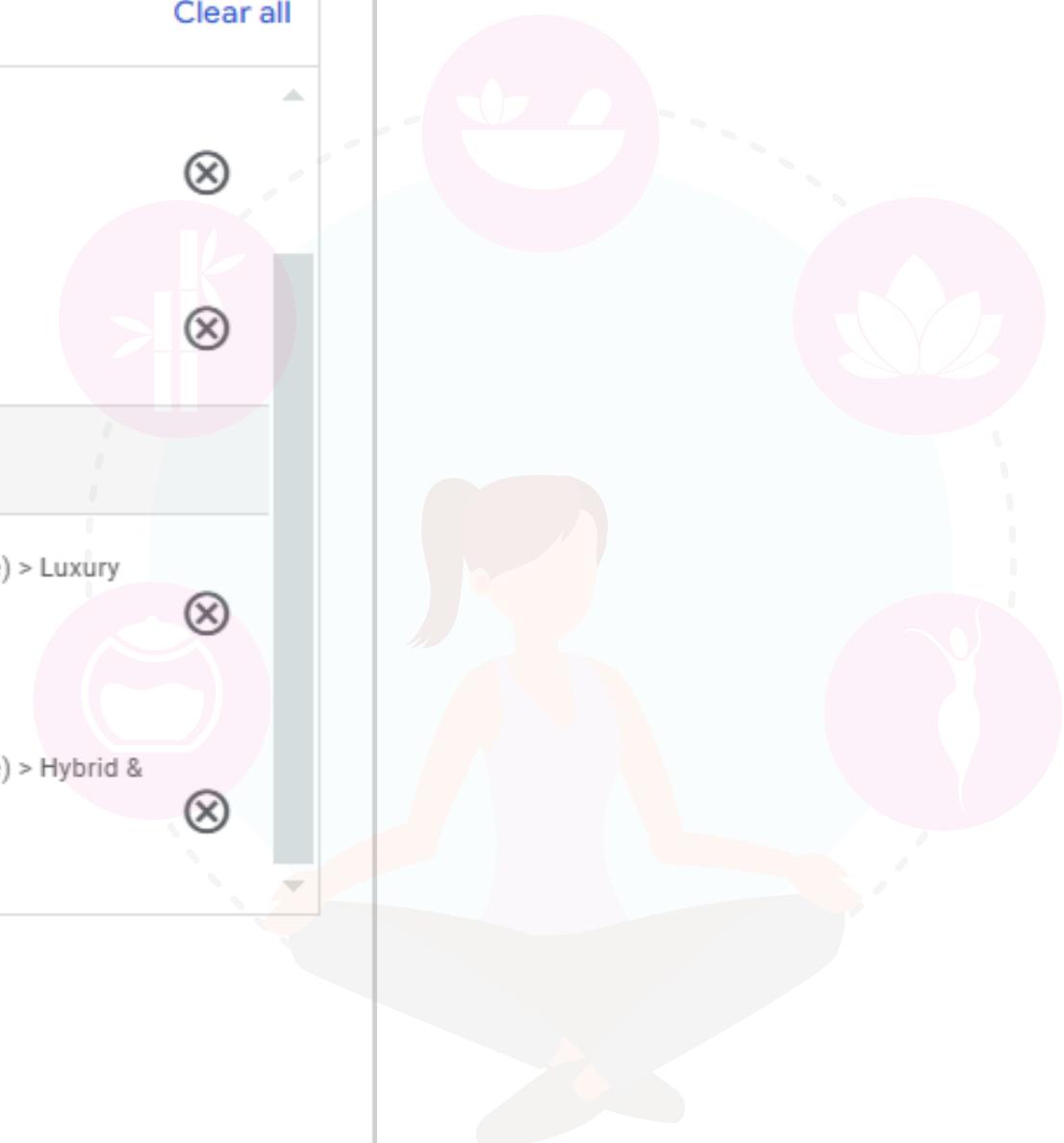
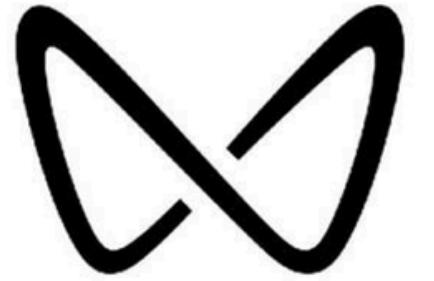
Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab. [?](#)

Search	Browse	
Who they are (Detailed demographics)	>	5 selected
What their interests and habits are (Affinity)	>	Travel > Travel Buffs Luxury Travellers
What they're actively researching or planning (In-market)	>	Vehicles & Transportation Car Enthusiasts
How they've interacted with your business (Your data segments)	>	In-market
Your combined audience segments (Combined segments)	>	Cars & Vehicles > Motor Vehicles > Motor Vehicles (By Type) > Luxury Vehicles Luxury Vehicles (New)
		Cars & Vehicles > Motor Vehicles > Motor Vehicles (By Type) > Hybrid & Alternative Vehicles Hybrid & Alternative Vehicles (New)

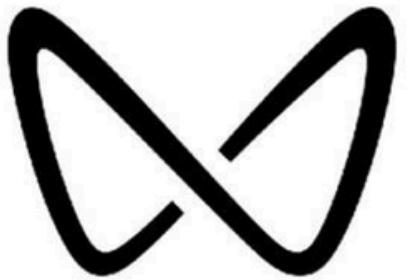
Targeting setting for this campaign [?](#)

Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments



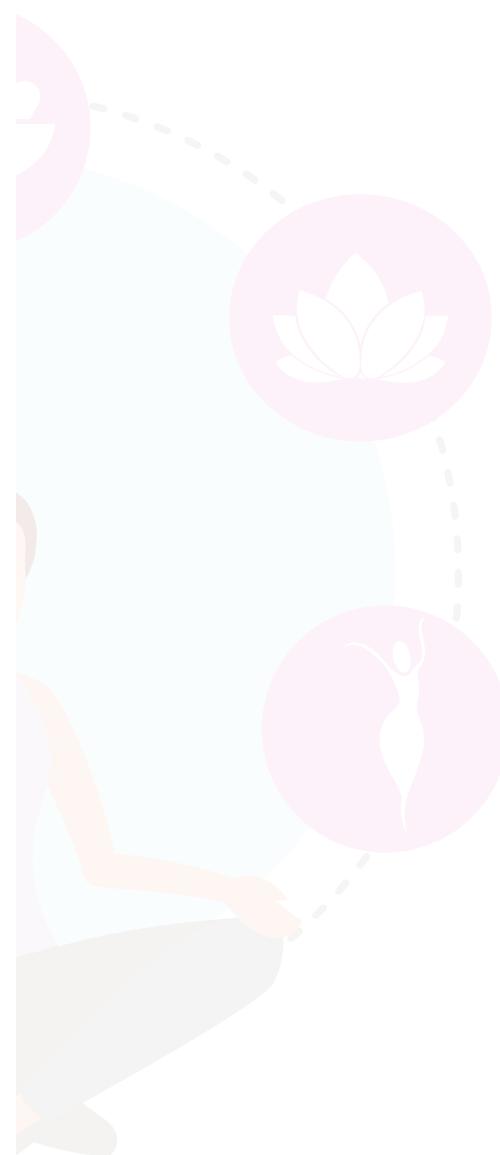
As we mentioned earlier interest group of our campaign is “**tech-lover, traveller and luxury lover**” so this categories are qualify for audience segment.



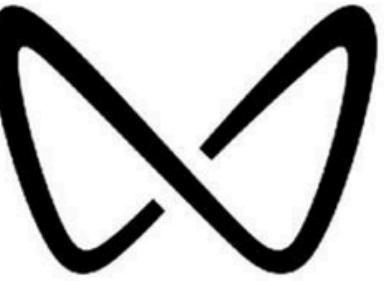
Targeted Demographics

Edit targeted demographics Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input type="checkbox"/> Unknown ⓘ	<input type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown ⓘ		<input type="checkbox"/> Unknown ⓘ



Step 10



Start and end dates

Start date: 17 June 2024

End date: 17 August 2024



Ad rotation

Optimise: Prefer best performing ads



Ad schedule



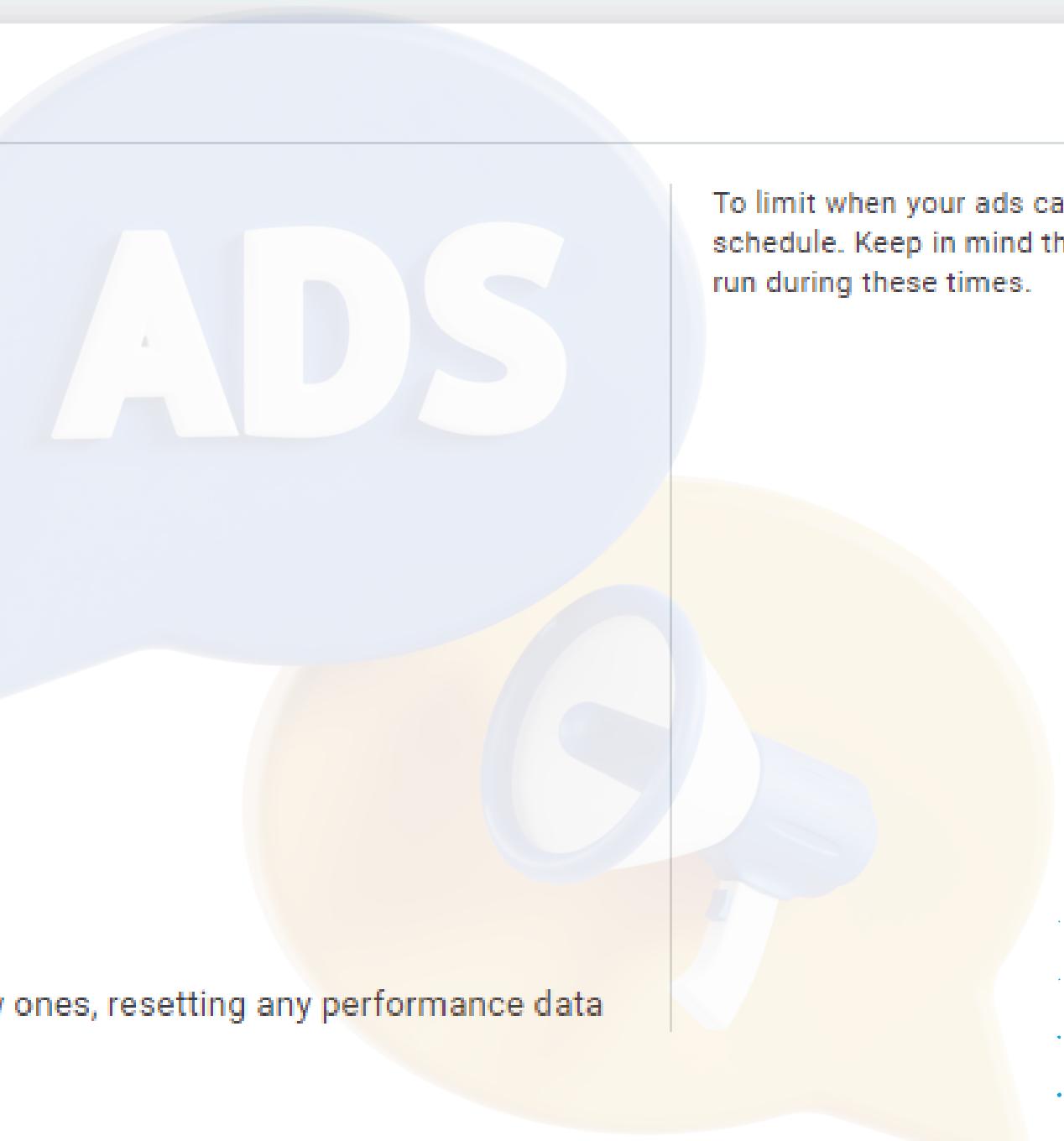
Mondays - Fridays ▾	08:00	to	10:00	X
Mondays - Fridays ▾	12:00	to	13:00	X
Mondays - Fridays ▾	17:00	to	20:00	X
Saturdays - Sundays ▾	09:00	to	23:00	X

Add

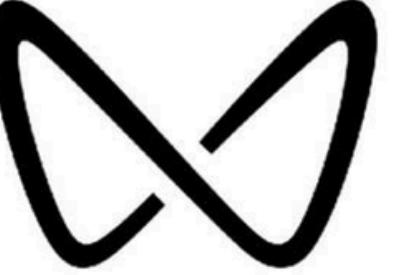
To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Based on account time zone: (GMT+05:30) India Standard Time

Saving this removes the settings that you changed and adds new ones, resetting any performance data



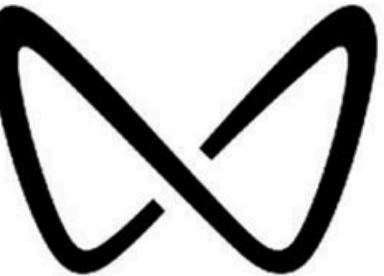
Ad Schedule



Target Times:

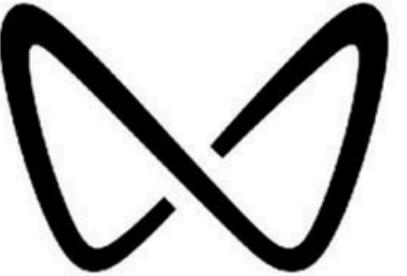
- **Morning Commute (8 AM - 10 AM):** People might be researching cars during their commute to work.
- **Lunch Break (12 PM - 1 PM):** People often browse the web during their lunch break.
- **Evening (5 PM - 8 PM):** People might be researching after work when they have more free time.
- **Saturday Mornings (9 AM - 12 PM):** People might be browsing online after waking up or while having coffee.
- **Weekend Afternoons (1 PM - 4 PM):** People might be researching during downtime after errands or lunch.

Keyword Research



Keywords	Volume	Low Bid	High Bid	Match Type
mahindra electric car	10K – 100K	₹0.80	₹21.18	Phrase
electric suvs	1K – 10K	₹0.94	₹272.64	Phrase
suv electric car	100 – 1K	₹0.77	₹175.85	Phrase
new electric cars	1K – 10K	₹0.77	₹32.51	Phrase
best electric suv	100 – 1K	₹24.39	₹185.48	Phrase
ev suv	100 – 1K	₹0.77	₹175.69	Broad
xuv 800	1K – 10K	₹0.33	₹60.03	Broad
mahindra xuv 800 price	100 – 1K	₹0.77	₹60.03	Exact
mahindra xuv 800 car price	100 – 1K	₹0.77	₹60.03	Exact
mahindra xuv 800 on road price	100 – 1K	₹0.79	₹30.48	Exact

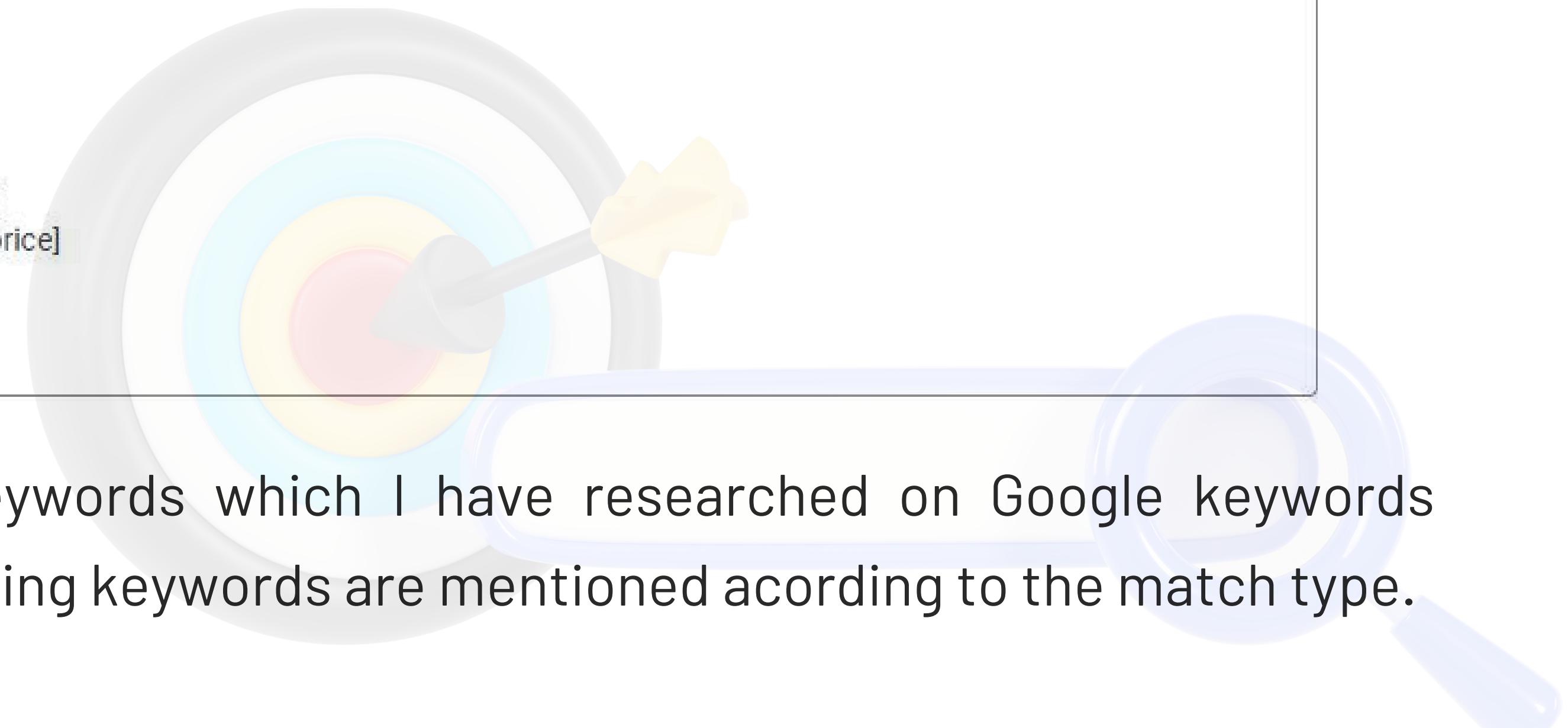
Step 11



Enter keywords

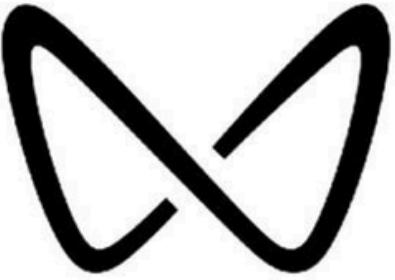
Keywords are words or phrases that are used to match your ads with the terms people are searching for

- ev suv
- xuv 800
- "mahindra electric car"
- "electric suvs"
- "suv electric car"
- "new electric cars"
- "best electric suv"
- [mahindra xuv 800 price]
- [mahindra xuv 800 car price]
- [mahindra xuv 800 on road price]



I have entered 10 keywords which I have researched on Google keywords planner and the following keywords are mentioned according to the match type.

Step 12



Ad Copy (Headlines)

New EV SUV: Mahindra XUV800

Required

27 / 30

Book XUV800 EV Test Drive Now

29 / 30

Mahindra Electric Car XUV800

Required

28 / 30

XUV 800 EV: Power Meets Luxury

30 / 30

Mahindra XUV800 Electric SUV

Required

28 / 30

New XUV 800 EV: Pre-Book Now!

29 / 30

Launching Mahindra XUV800 EV

28 / 30

XUV 800 : Luxury Goes Electric

30 / 30

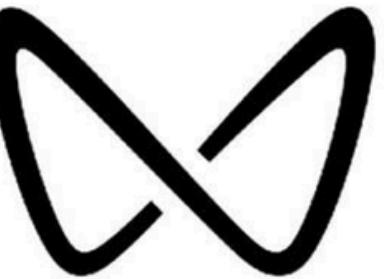
XUV800 EV: Best Electric SUV

28 / 30

Mahindra Electric SUV: XUV 800

30 / 30

Step 13



Ad Copy (Descriptions)

Descriptions 4/4 ⓘ View ideas ⌂

Effortlessly take on any adventure with our high-performance SUV electric cars: Book Now

Required 88 / 90

"Top-notch luxury at a budget-friendly Mahindra XUV800 price : Book Test Drive Today

Required 85 / 90

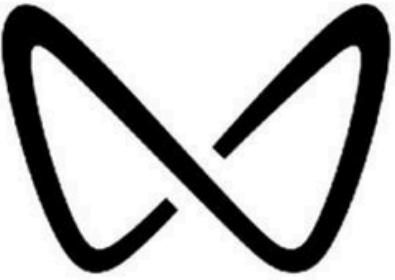
Don't Settle for Less - Mahindra XUV800 : Bold Design and Smart Features with comfort

85 / 90

Mahindra XUV800 EV: Experience the joy of Luxury and Technology on road : Discover Now

86 / 90

Step 14

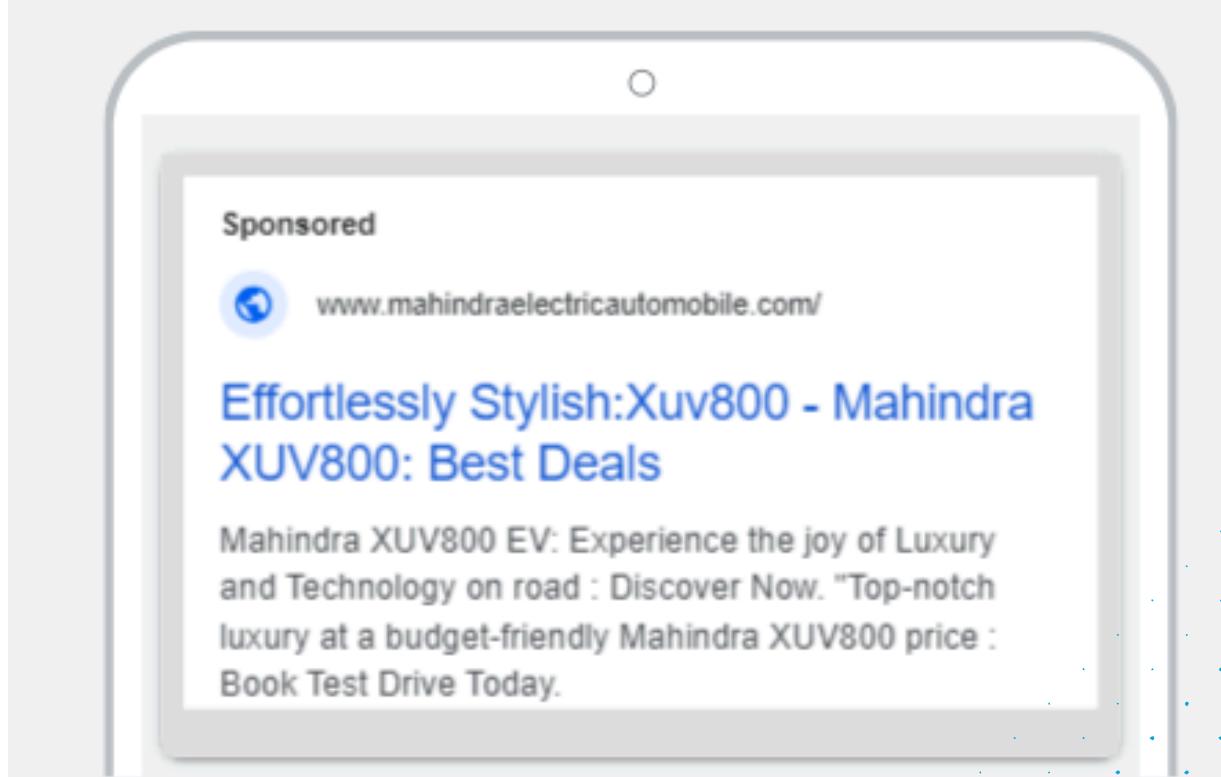
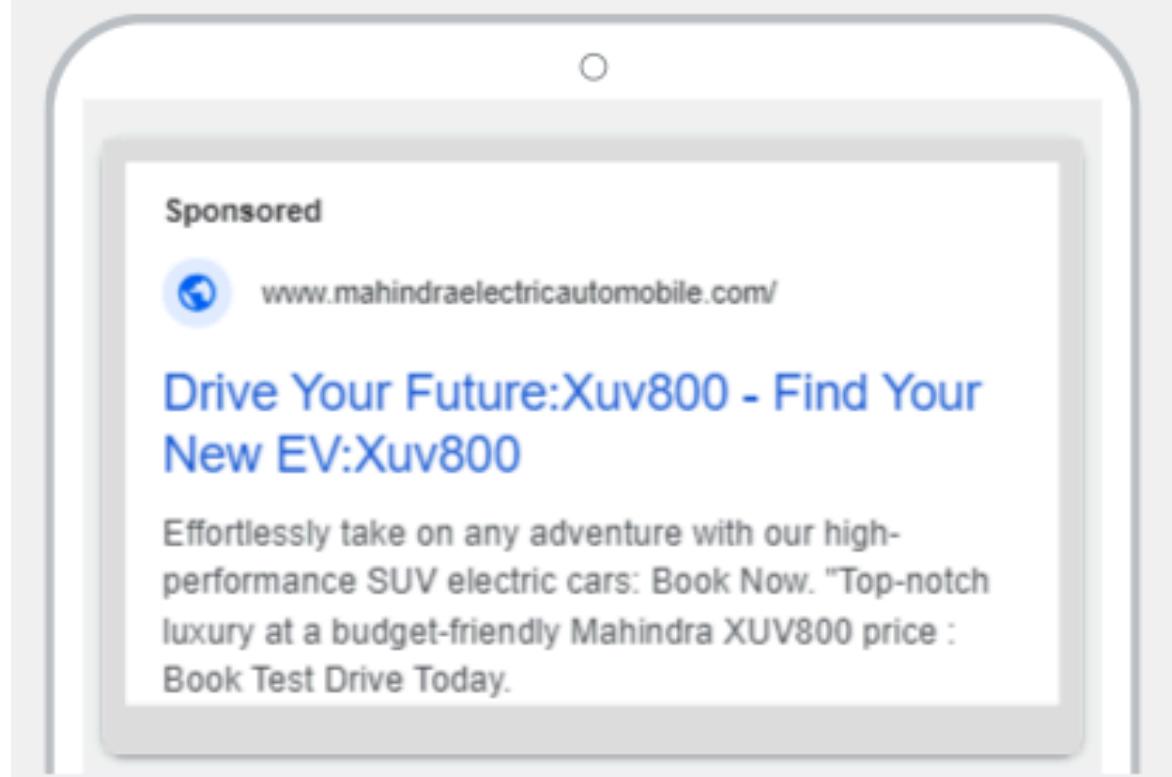
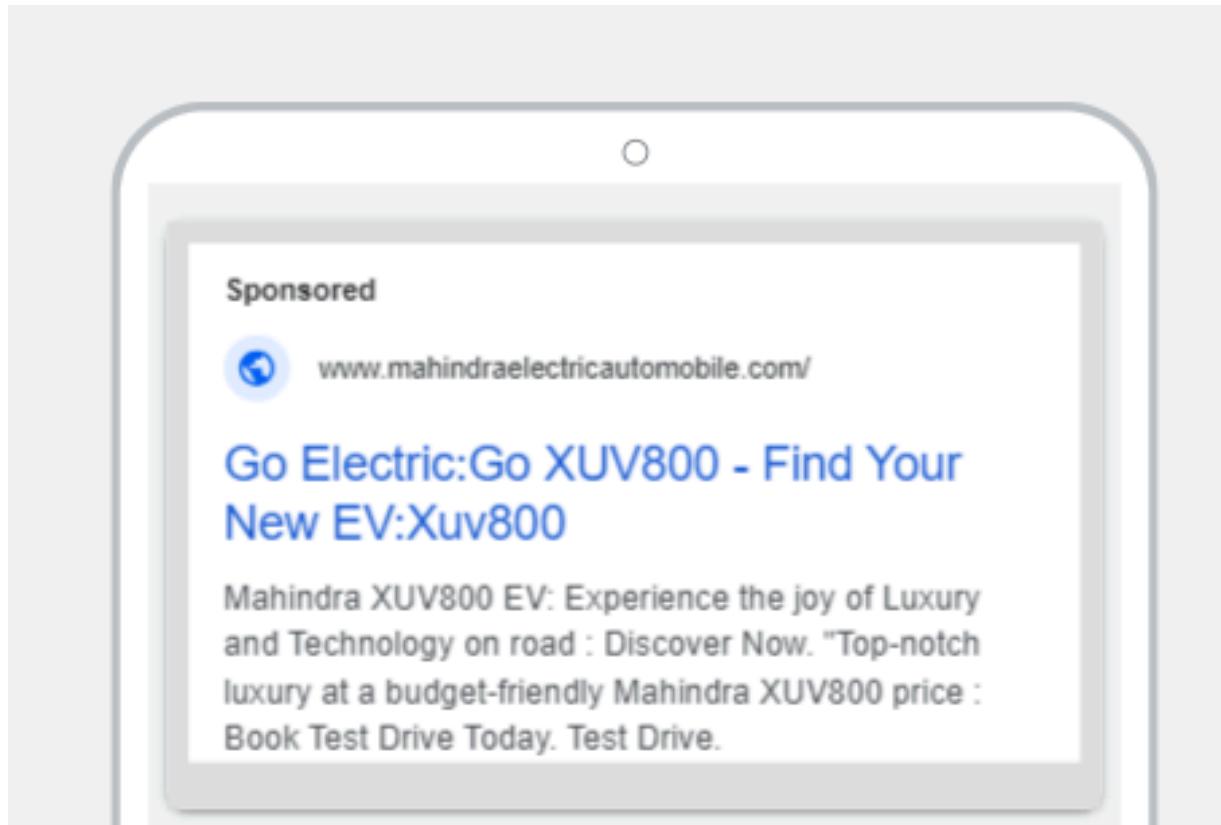
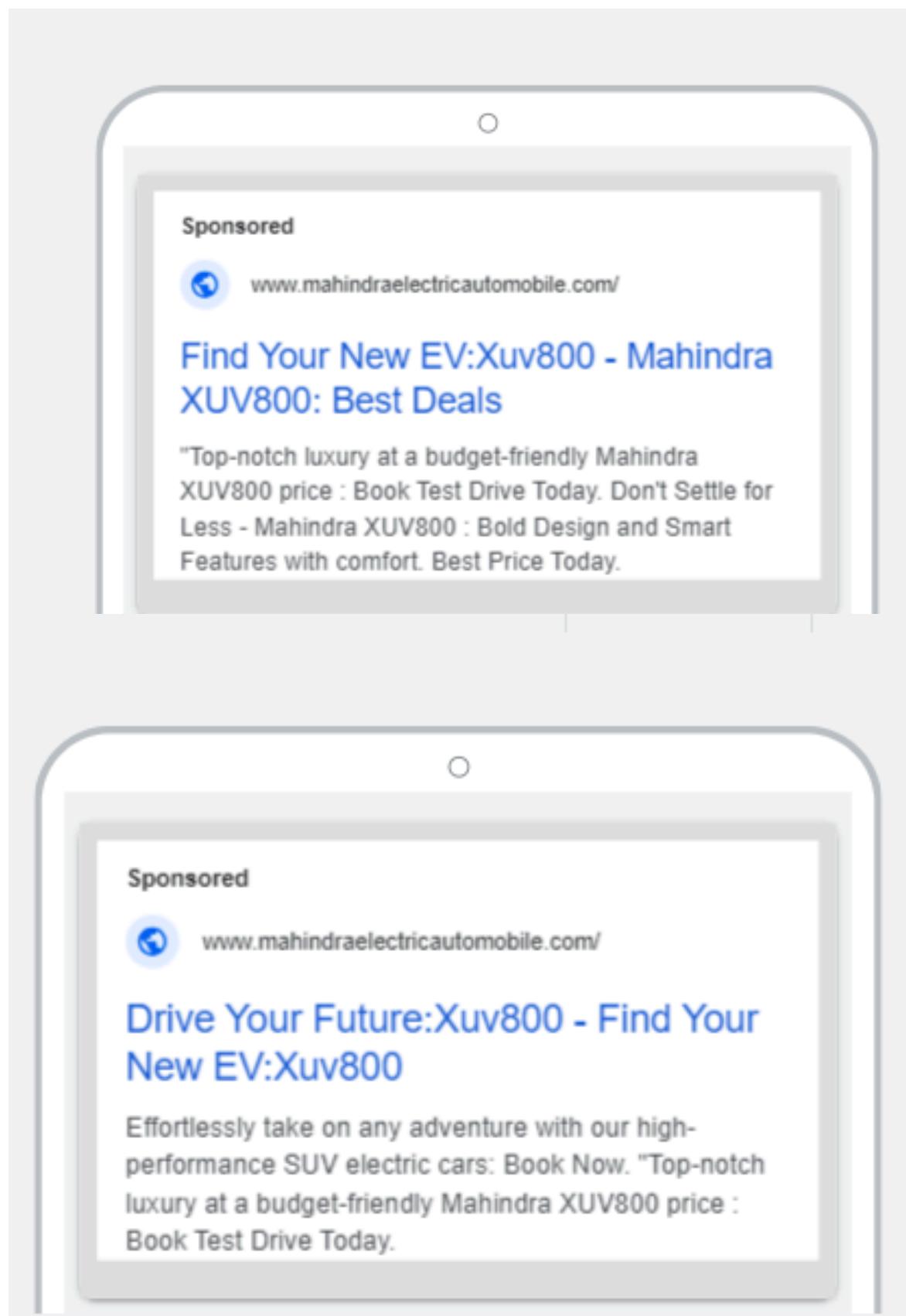
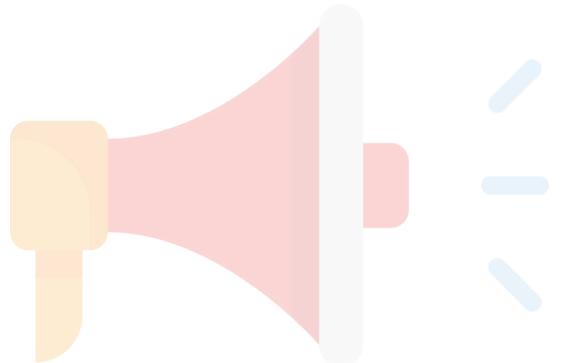
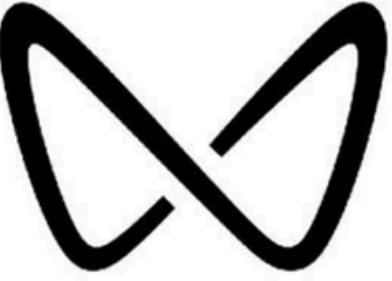


Ad Copy (Callouts)

The illustration shows a woman with long dark hair, wearing a light blue top, shouting into a large orange megaphone. She has a determined expression. The megaphone is emitting blue and red sound waves. A callout box is overlaid on the right side of the image, containing the following content:

Campaign-level callouts
Add callouts to this campaign. Any callouts added here can be used across campaigns.

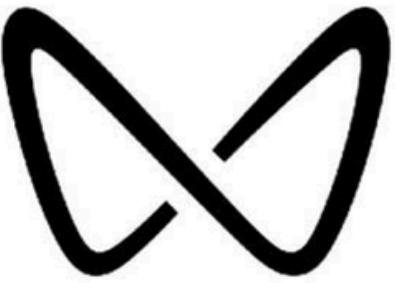
Search	4 selected	Clear all
<input checked="" type="checkbox"/> 4 callout assets	Best Price Today	×
<input checked="" type="checkbox"/> Book Now	Get 20% discount now	×
<input checked="" type="checkbox"/> Test Drive	Test Drive	×
<input checked="" type="checkbox"/> Get 20% discount now	Book Now	×
<input checked="" type="checkbox"/> Best Price Today		



ADS

Example of our Ad on SERP

Step 15



Budget

Set custom budget

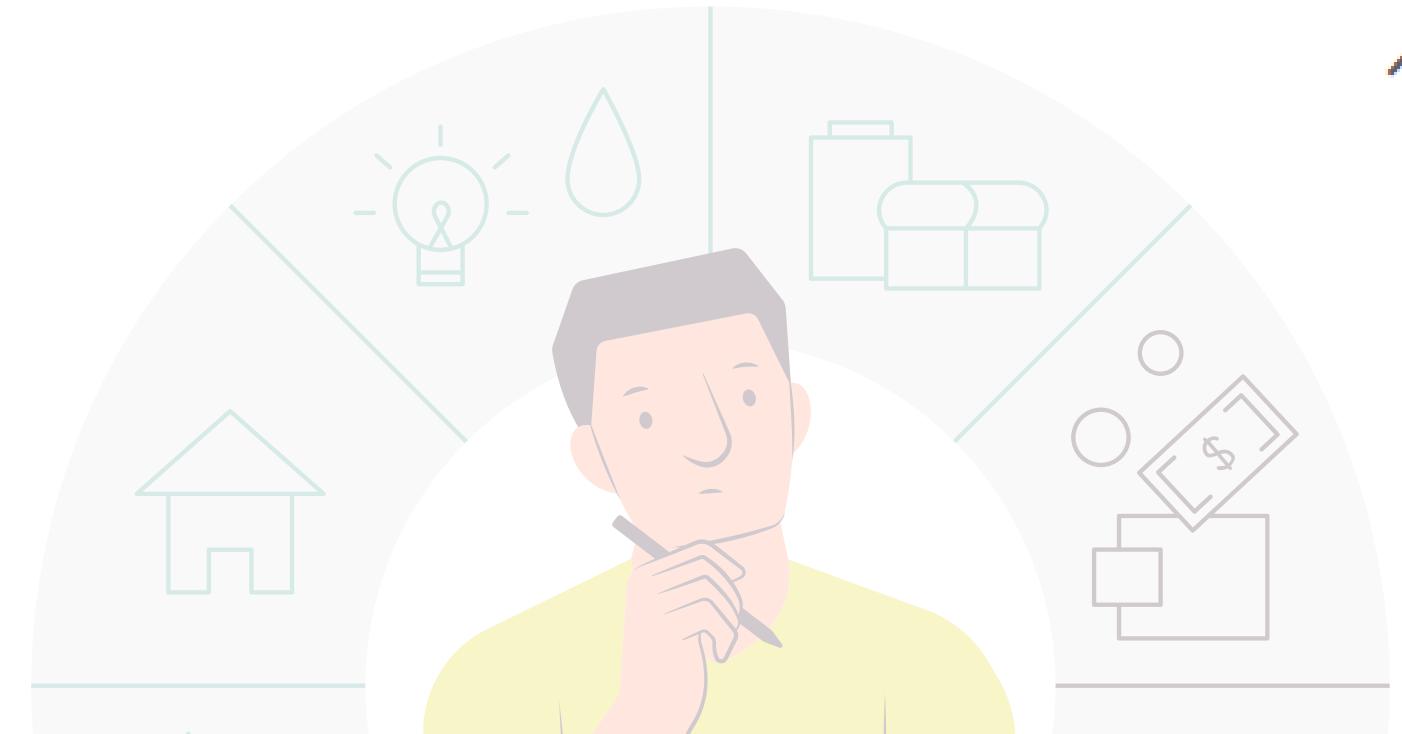
Set your average daily budget for this campaign

₹10,000.00

Weekly clicks
8,233

Avg. CPC
₹8.50

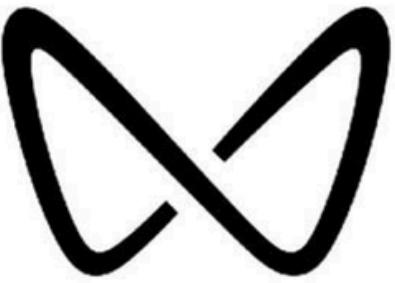
Weekly cost
₹70,021.61



Duration:- 60 days

$60 \times 10,000 = 6$ lakh

Step 16



Ready to Publish

Campaign name **XUV800 SEARCH CAMPAIGN**

Campaign type **Search**

Objective **Leads**

Bidding **Maximise clicks**

Bidding **Maximise clicks**

Keywords and ads **10 keywords**

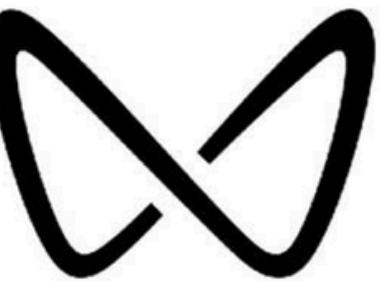
Ads **1 ad**

Budget **₹10,000.00/day**

Campaign settings

Networks	Google Search Network, Search partners
Locations	Bengaluru, Delhi, Mumbai, Noida, Pune
Languages	English
Audiences	Lifestyles & Hobbies + 5 more
Broad match keyword	Off: Use keyword match types

Publish campaign

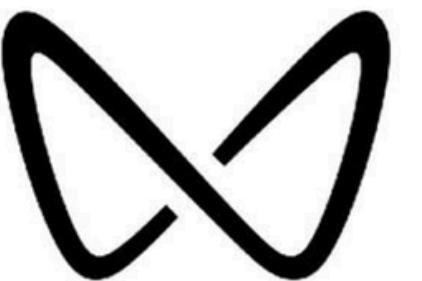


Step 17

Campaign Overview

- Billing status: Inactive
- Bid strategy: Active
- Campaign policy review: Pending
- Campaign status: Eligible (Learning)
- Conversion tracking: Inactive
- Ad strength: Excellent

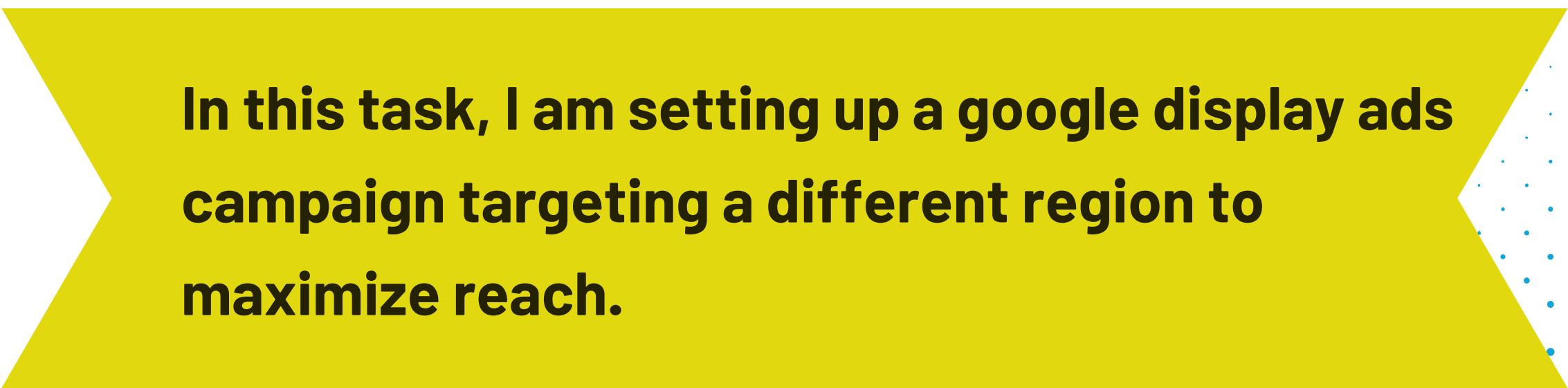
CAMPAIGN 1 Complete



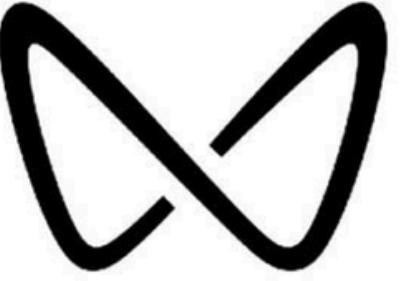
03



DISPLAY CAMPAIGN SETUP



In this task, I am setting up a google display ads campaign targeting a different region to maximize reach.



DISPLAY AD

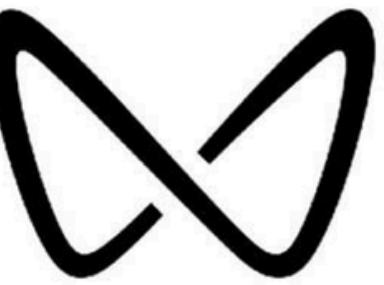


Budget :- ₹4 lakh

Daily Budget :- ₹10,000(₹4lakhs/40days)

Duration:- 40 days

Target:- Lead Generation



Let's start creating our Second
campaign on **GOOGLE ADS**



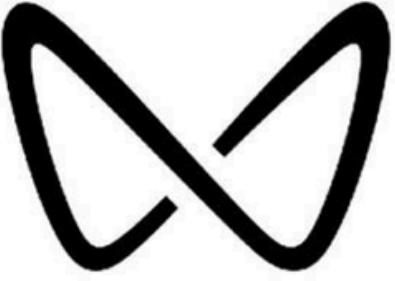
Step 1

Campaign Objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

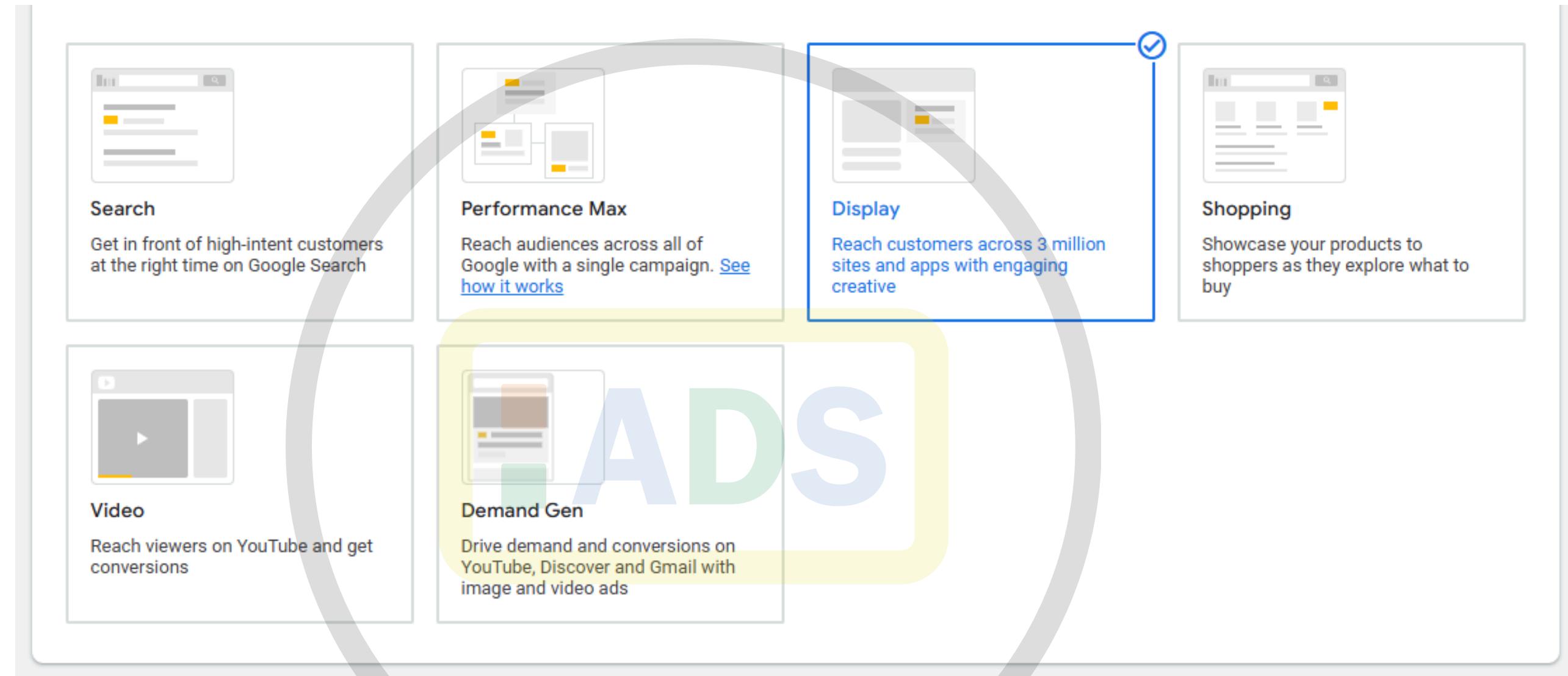
- Sales**
Drive sales online, in app, by phone, or in store
- Awareness and consideration**
Reach a broad audience and build interest in your products or brand
- Leads**
Get leads and other conversions by encouraging customers to take action
- Website traffic**
Get the right people to visit your website
- App promotion**
Get more installs, engagement and pre-registration for your app
- Local store visits and promotions**
Drive visits to local stores, including restaurants and dealerships.
- Create a campaign without a goal's guidance**
Choose a campaign type first, without a recommendation based on your objective.

I have selected "**Leads**" as campaign objective because we have to promote lead generation for the Mahindra XUV800 electric vehicle.



Step 2

Campaign Type



I have selected campaign type “**Display**” to create display ad campaign.

Step 3

Lead Conversion Goal

This is the web page people will go to after clicking your ad ⓘ
<https://www.mahindraelectricautomobile.com/>

Choose your leads conversion goals

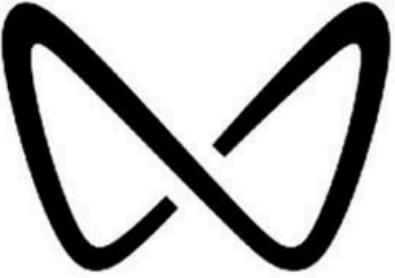
Pick the most important leads goals that you would like to focus on. Based on your selection, Smart Bidding will then optimize for delivering your ads to the right people to meet the goals. [Learn more about smart bidding](#)

Form submissions from your website
Gather leads' information through a form on your website. Some coding may be required.

Sign up
Show your ads to people who are most likely to signs up for a free newsletter or trial, creates an account, or pre-registers

[See more](#)

I have selected "**Form submission from your website**" as leads conversion goal because I want visitors to fill out the enquiry form on my landing page.



Step 4

Location

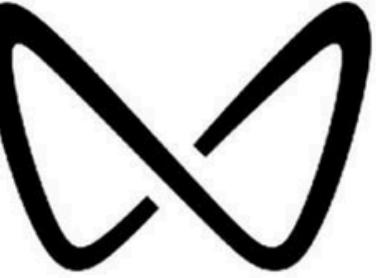
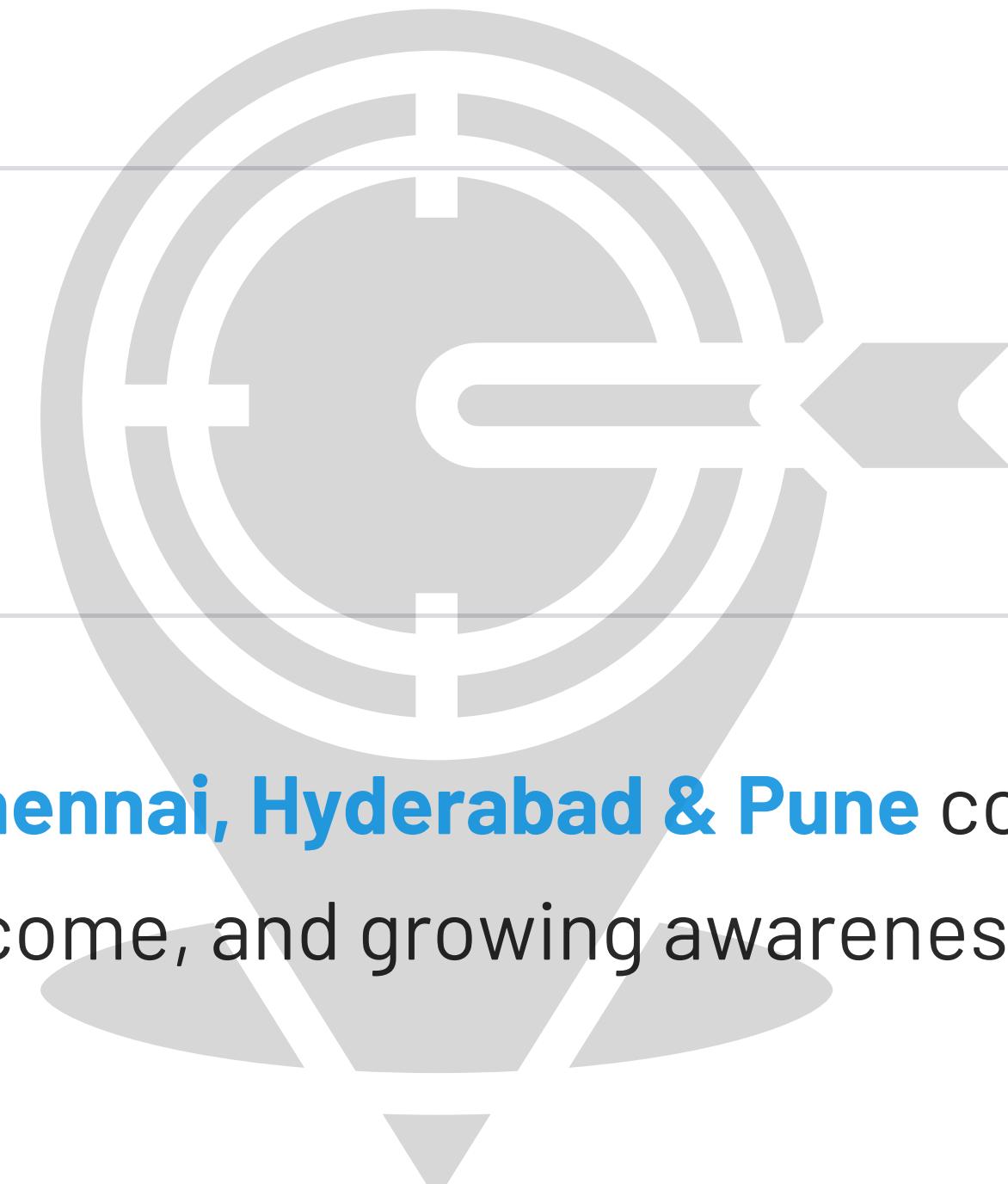
 Enter another location

Targeted locations (3)

- [Chennai, Tamil Nadu, India city](#)
- [Hyderabad, Telangana, India city](#)
- [Pune, Maharashtra, India city](#)

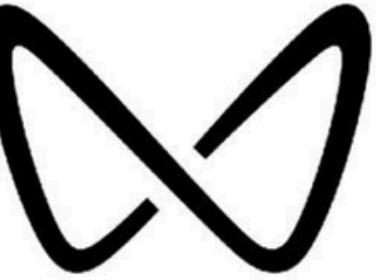


In locations, I have selected **Chennai, Hyderabad & Pune** considering large population, high disposable income, and growing awareness of electric vehicles.



Step 5

Languages



Languages

Select the languages your customers speak. [?](#)

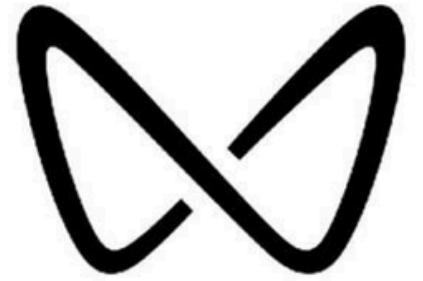
 Start typing or select a language

English 

In languages, I have only selected **English** as my target audience is educated segment and uses English to search on Google.

Step 6

Ad Schedule



Ad schedule

Mondays - Fridays ▾ 08:00 to 10:00 X

Mondays - Fridays ▾ 12:00 to 13:00 X

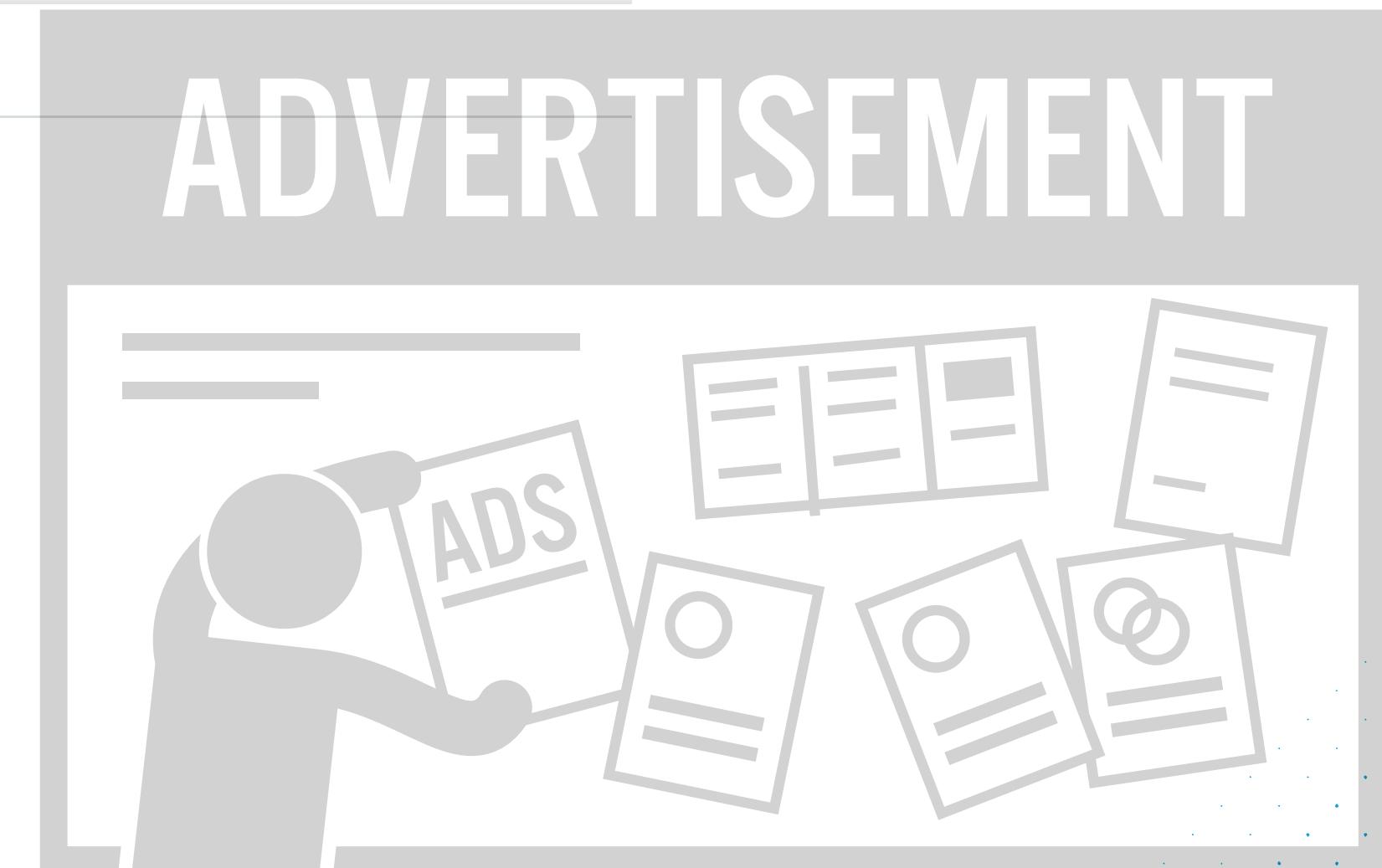
Mondays - Fridays ▾ 17:00 to 20:00 X

Saturdays - Sundays ▾ 09:00 to 23:00 X

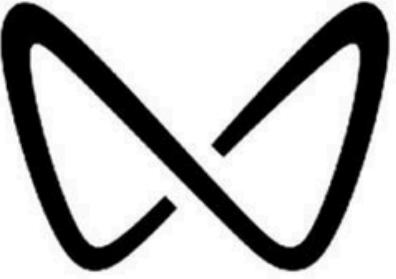
Add

Based on account time zone: (GMT+05:30) India Standard Time

Saving this removes the settings that you changed and adds new ones, resetting any performance data



Ad Schedule



Target Times:

- **Morning Commute (8 AM - 10 AM):** People might be researching cars during their commute to work.
- **Lunch Break (12 PM - 1 PM):** People often browse the web during their lunch break.
- **Evening (5 PM - 8 PM):** People might be researching after work when they have more free time.
- **Saturday Mornings (9 AM - 12 PM):** People might be browsing online after waking up or while having coffee.
- **Weekend Afternoons (1 PM - 4 PM):** People might be researching during downtime after errands or lunch.

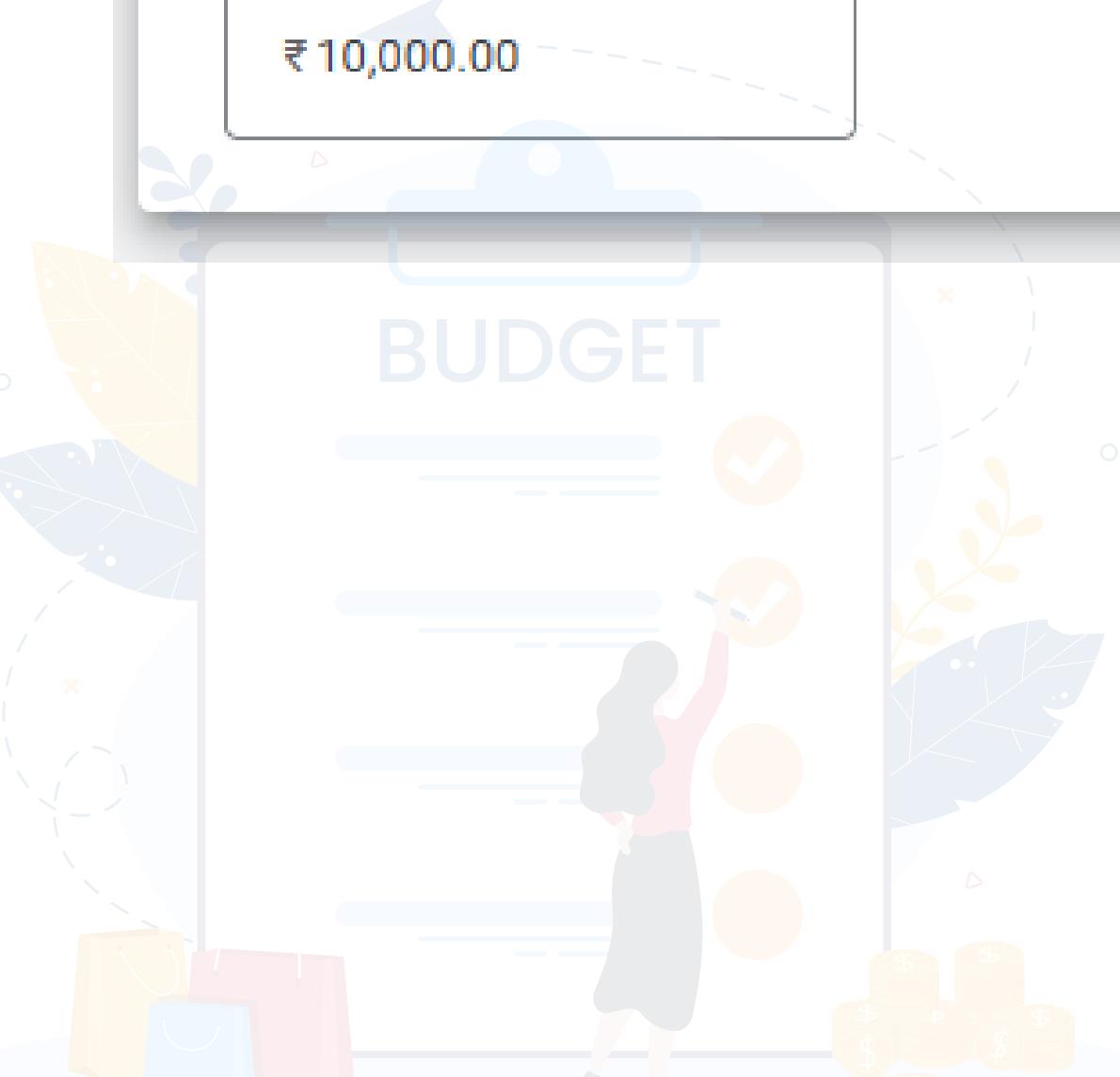
Step 7

Budget & Bidding

Budget

Set your average daily budget for this campaign

₹ 10,000.00



BUDGET

Bidding

What do you want to focus on? ()

Conversions

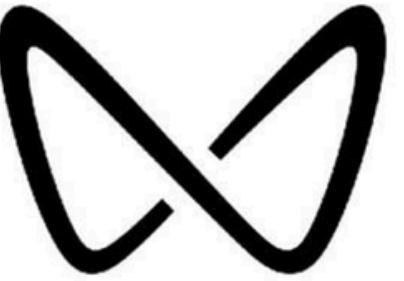
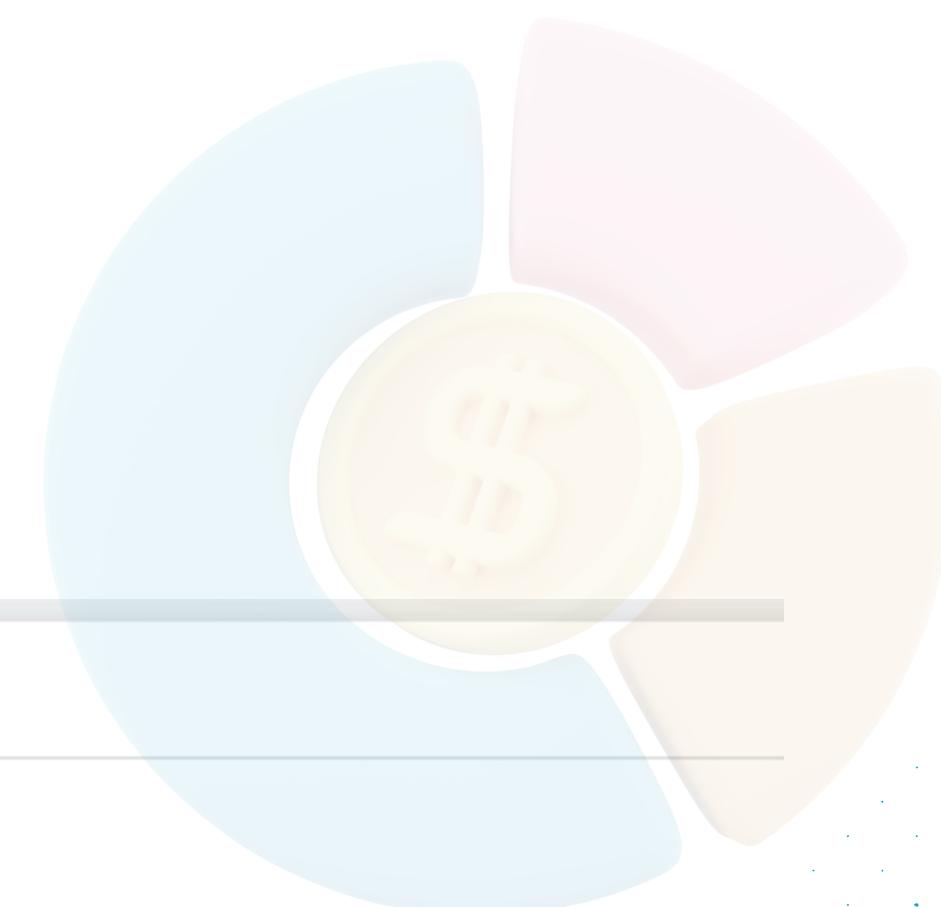
Recommended for your campaign goal

How do you want to get conversions? ()

Manually set bids ▾

Enter your enhanced CPC bid for this ad group ()

₹ 55.25



Step 8

Audience Segment

Audience segments

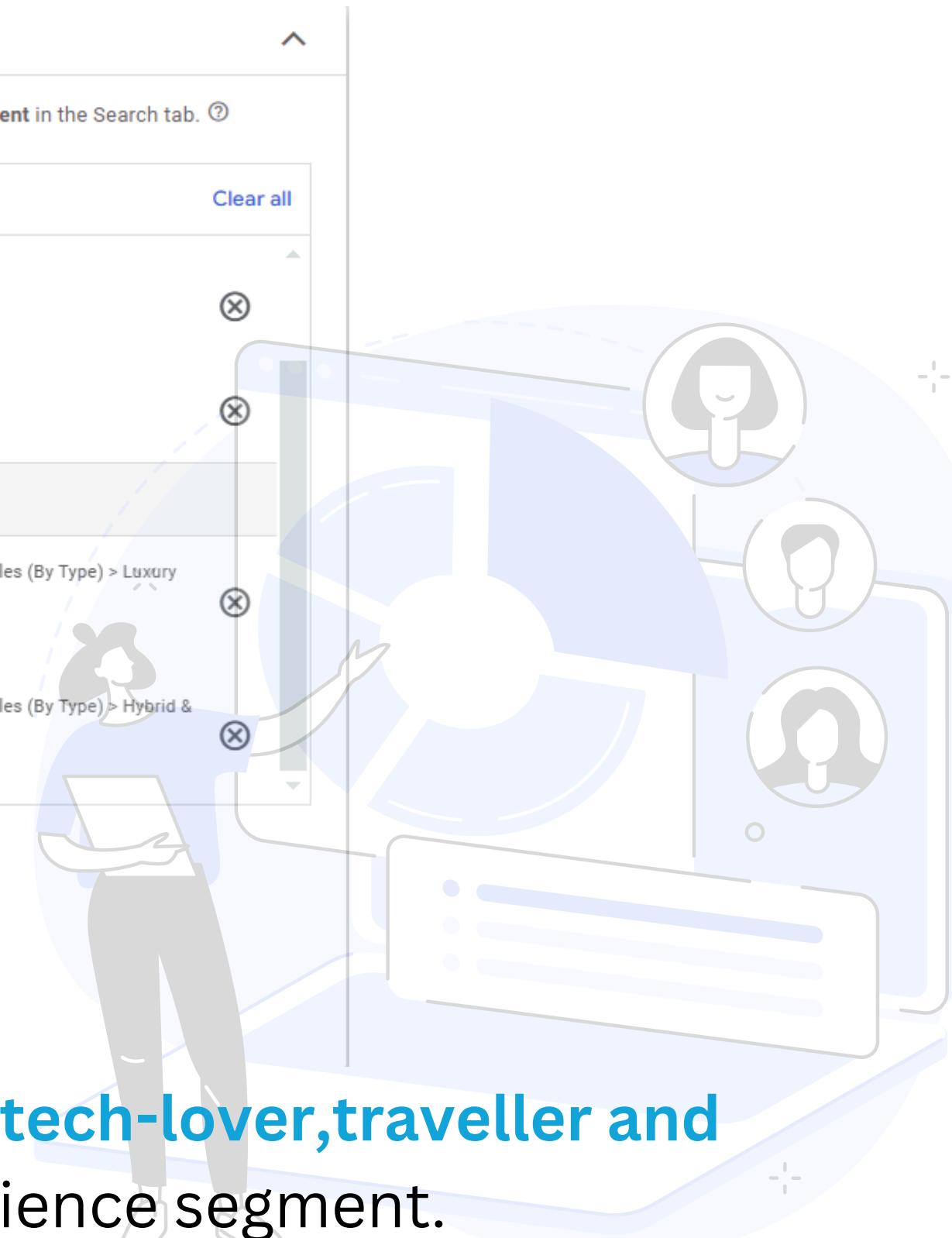
Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab. ?

Search	Browse	5 selected	Clear all
Who they are (Detailed demographics)	>	Travel > Travel Buffs Luxury Travellers	
What their interests and habits are (Affinity)	>	Vehicles & Transportation Car Enthusiasts	
What they're actively researching or planning (In-market)	>	In-market	
How they've interacted with your business (Your data segments)	>	Cars & Vehicles > Motor Vehicles > Motor Vehicles (By Type) > Luxury Vehicles Luxury Vehicles (New)	
Your combined audience segments (Combined segments)	>	Cars & Vehicles > Motor Vehicles > Motor Vehicles (By Type) > Hybrid & Alternative Vehicles Hybrid & Alternative Vehicles (New)	

Targeting setting for this campaign ?

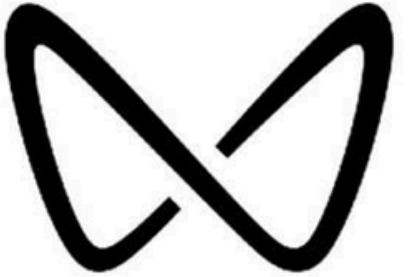
Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments



As we mentioned earlier interest group of our campaign is “**tech-lover, traveller and luxury lover**” so this categories are qualify for audience segment.

Step 9



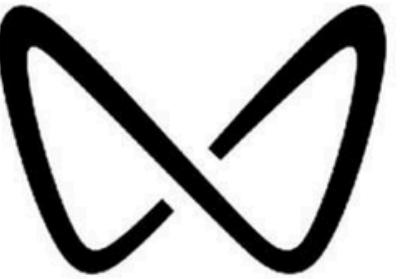
Targeted Demographics

Edit targeted demographics

Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input type="checkbox"/> Unknown ⓘ	<input type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown ⓘ		<input type="checkbox"/> Unknown ⓘ

Step 10

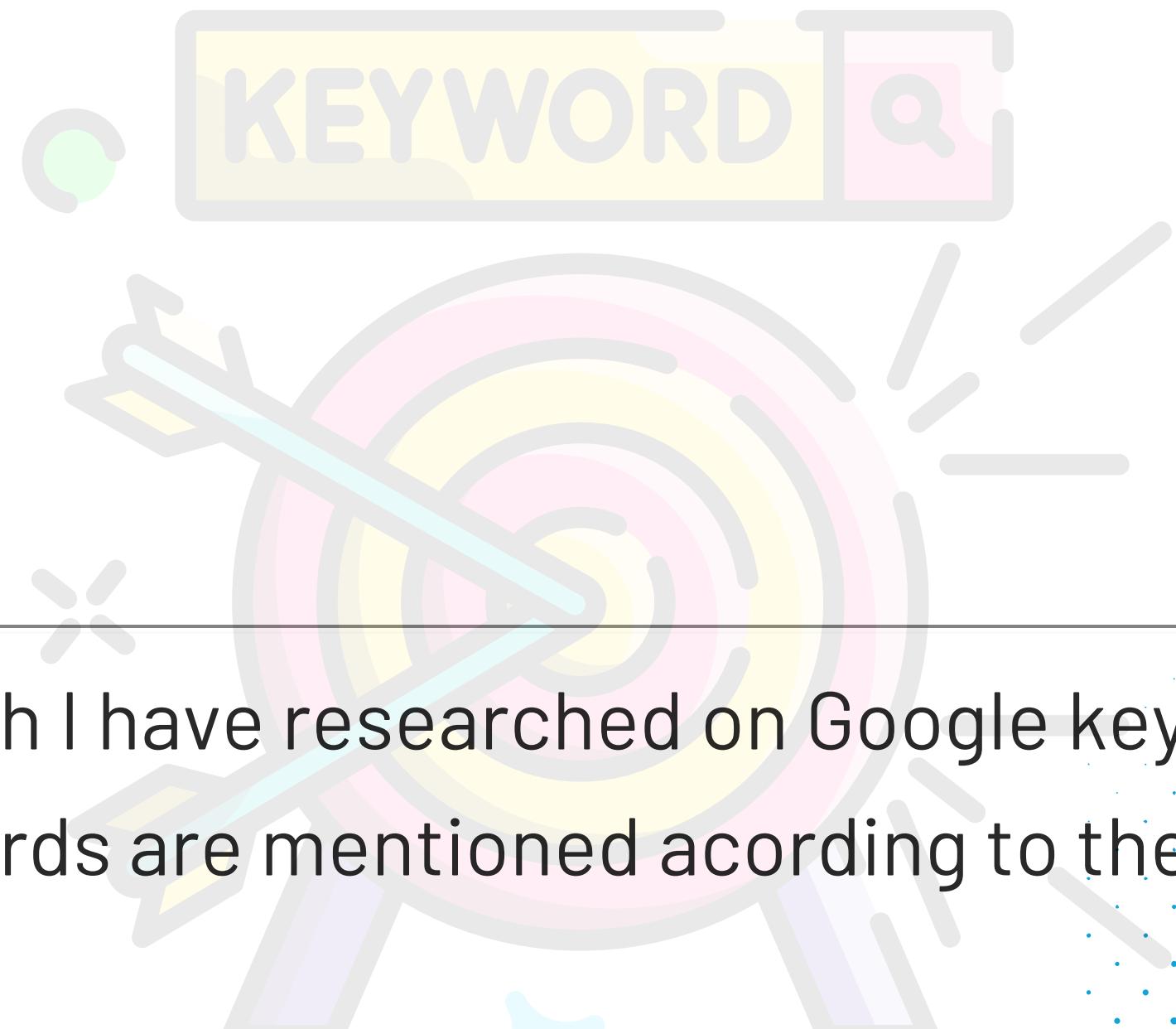


Targeted Keyword

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

- ev suv
- xuv 800
- "mahindra electric car"
- "electric suvs"
- "suv electric car"
- "new electric cars"
- "best electric suv"
- [mahindra xuv 800 price]
- [mahindra xuv 800 car price]
- [mahindra xuv 800 on road price]



I have entered 10 keywords which I have researched on Google keywords planner and the following keywords are mentioned according to the match type.

Step 11

Ad Creation Headlines

Descriptions

Final URL [?](#)

<https://www.mahindraelectricauto>

Required

Business name [?](#)

Mahindra Electric

Required

17 / 25

Images [?](#)

Add up to 15 images [Learn more](#)



New Mahindra XUV 800 EV

Required

23 / 30

New Mahindra Electric SUV

25 / 30

Mahindra Electric SUV: XUV 800

30 / 30

Versatile Powerful XUV 800 EV

30 / 30

Experience electric XUV 800 EV

30 / 30

Long headline [?](#)

Join the green movement with Mahindra XUV 800 Electric, available in FWD and AWD options.

Required

89 / 90

Be Part of Our Electrifying Journey. To a

Required

76 / 90

Electric SUV for the Visionaries, The Dis

85 / 90

Next-Generation SUVs for the Visionarie

89 / 90

Delivering More for You, Your Family, Yo

68 / 90

SUV that are a canvas for the infinite hu

78 / 90

Your ads are all set! They'll have a higher chance of performing well.



Ad strength [?](#)
Excellent



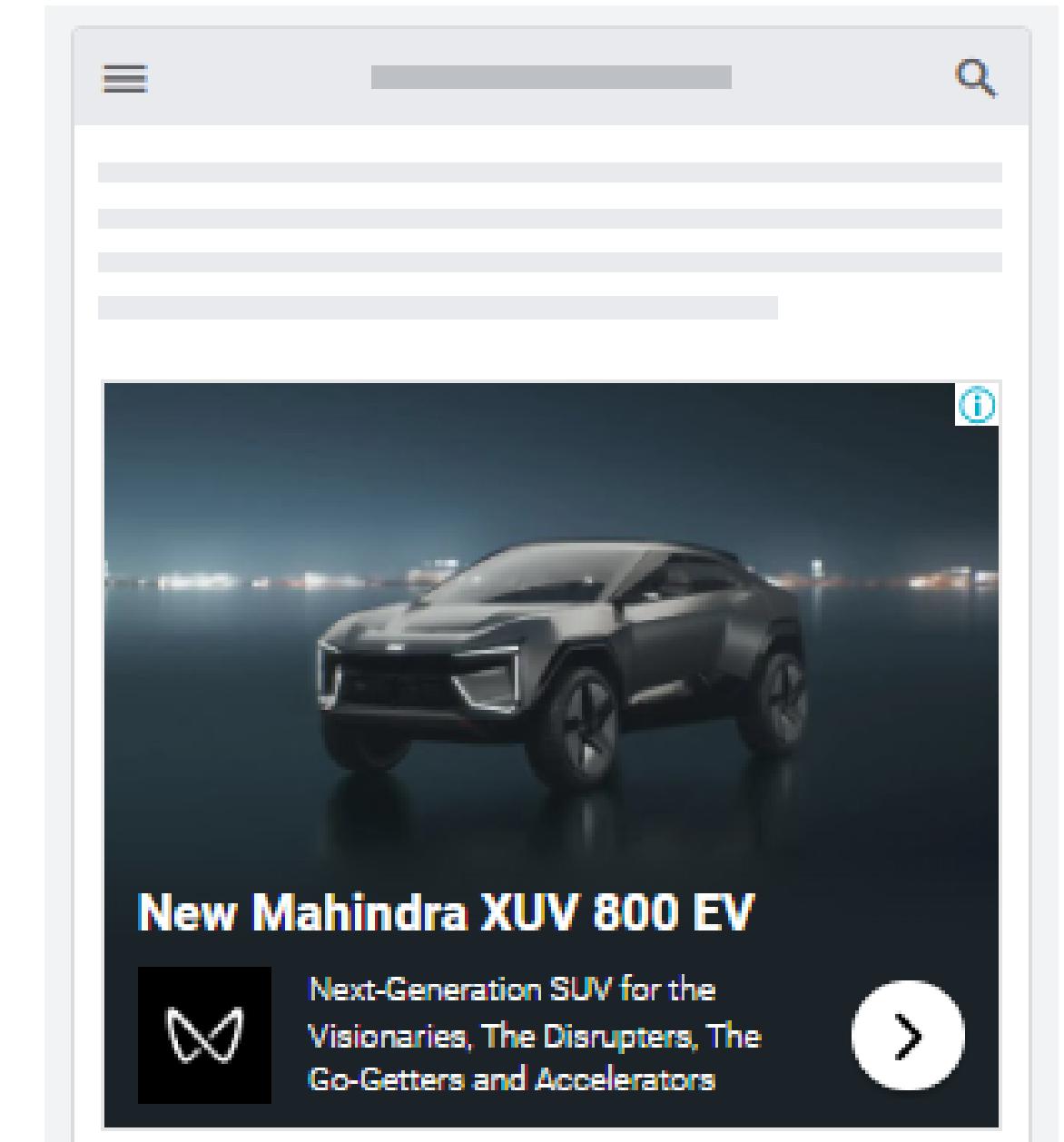
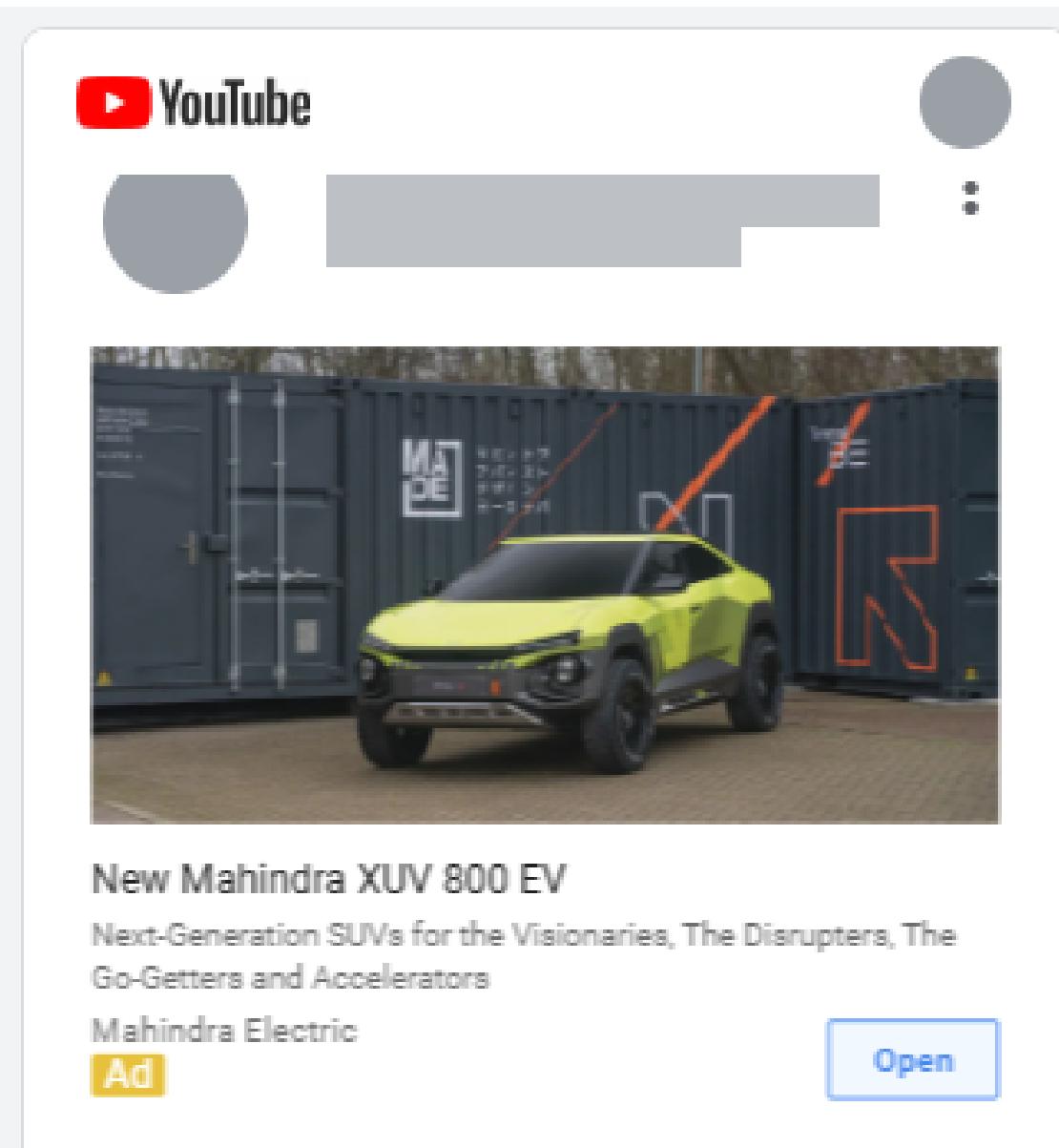
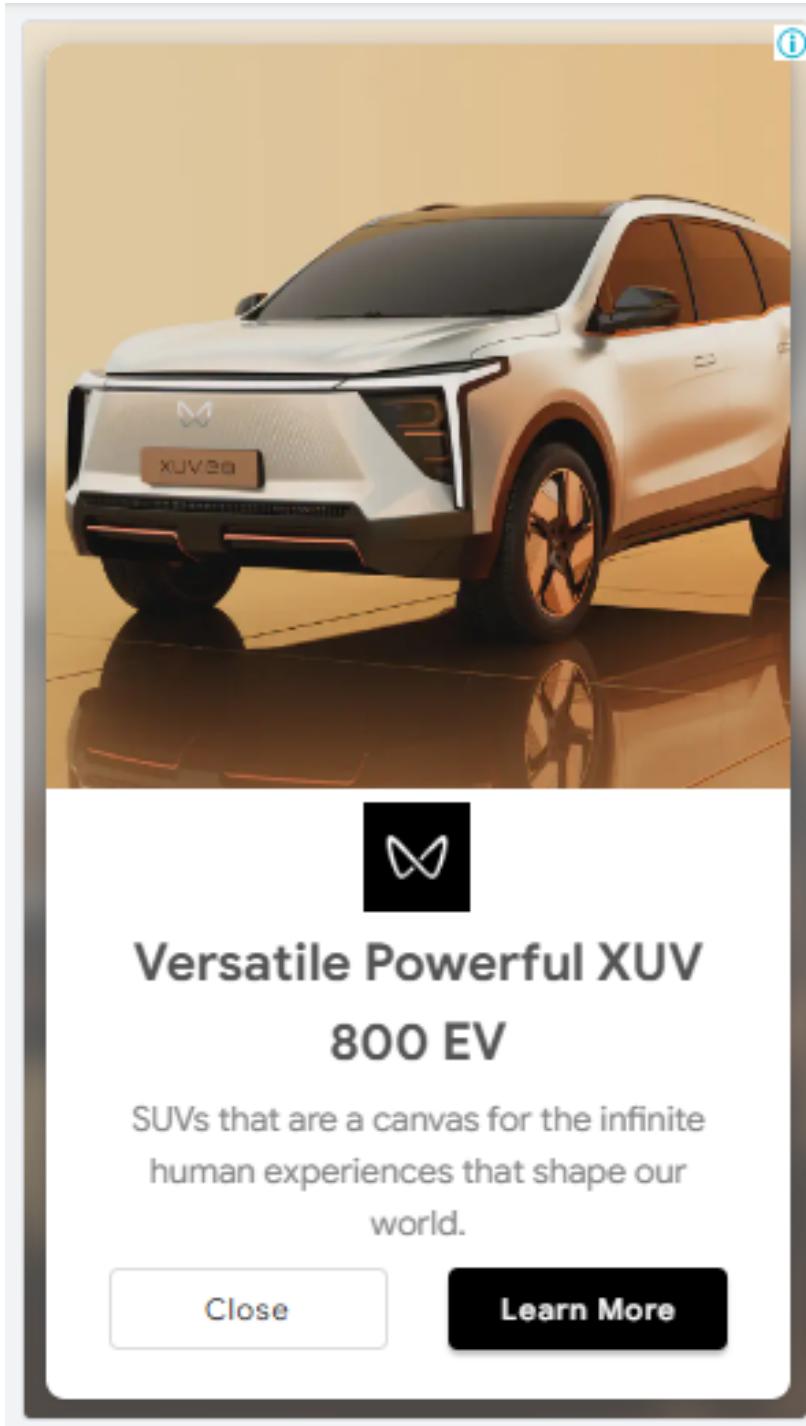
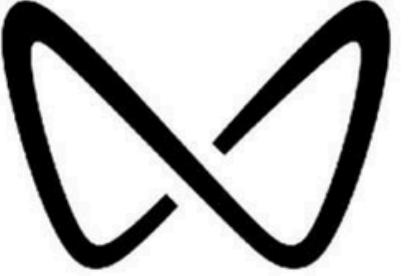
Images
Videos



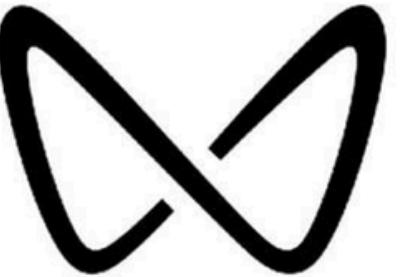
Headlines
Descriptions

Step 12

Ad Previews



Step 13



Campaign Overview

All campaign diagnostics

- Account status: Inactive
- Billing status: Inactive
- Campaign budget: Active
- Bid strategy: Active
- Campaign policy review: Pending
- Campaign status: Eligible
- Conversion tracking: Inactive
- Ad strength: Excellent

CAMPAIGN 2 Finished Setting Up

Thank You

I hope with this **comprehensive marketing strategy**
and **two Campaigns** brand gonna hit the market.

