1. Ad group: Employed workers
2. Intent segment description:

Highly experienced professionals aiming for C-suite positions, working full-time daytime jobs, company-funded, residing in LA.

1. Keywords:
   1. best part time business schools
   2. best part time mba
   3. top 10 part time mba
   4. anderson part time mba
   5. part time executive mba programs

Justification: This group is funded by their companies, so they focus on finding the best programs without concern for tuition costs. Living in LA, they seek local opportunities to pursue their MBA while maintaining their professional commitments, often considering UCLA Anderson. The selected keywords reflect their interest in prestigious part-time and executive MBA programs that fit their work schedules. Their goal of reaching C-level positions drives them to search for executive-focused programs.

1. For the above keyword(s): Top of Page Bid (Low Range), Top of Page Bid (High Range), the traffic estimate and the competition measure

| **Keyword** | **Avg. monthly searches** | **Competition** | **Competition (indexed value)** | **Top of page bid (low range)** | **Top of page bid (high range)** |
| --- | --- | --- | --- | --- | --- |
| best part time business schools | 50 | Medium | 42 | 3.97 | 16.73 |
| best part time mba | 500 | Medium | 35 | 3.41 | 19.81 |
| top 10 part time mba | 50 | Low | 25 | 4.92 | 16.27 |
| anderson part time mba | 50 | Low | 20 | 2.85 | 16.83 |
| part time executive mba programs | 50 | Medium | 61 | 8.83 | 22 |

1. Ad copy

* Headlines:
  + "Achieve Your MBA Dream"
  + "Flexible Schedules Available"
  + "Top Ranked Programs"
* Description Line:
  + "Unlock C-suite opportunities with evening MBA program tailored for working professionals"
  + "Elevate your career while balancing your current job commitments"
* Display URL:
  + "mba"
  + "Flexible"

Justification: The ad copy emphasizes flexibility and prestige, catering to experienced professionals seeking C-suite positions while working full-time. With concise headlines and descriptions, it highlights flexible schedules and top-ranked programs, directly addressing their career goals and scheduling needs.

1. A description of your framework, thought process or considerations:

I focused on identifying the intent segments by understanding the needs and backgrounds of the target audience. For employed workers aspiring for C-suite roles, the primary goal is career advancement through specialized training programs. The keywords were chosen to reflect the search intent of professionals seeking executive development opportunities. Ensuring high relevancy, the ad copy is crafted to appeal to their aspirations and highlight the benefits of the programs. This approach maximizes the likelihood of clicks from motivated individuals looking for specific career advancement solutions.

1. Generative AI
2. Prompts: Create 3 headlines up to 30 characters each, Two Description lines up to 90 character, Two path strings up to 15 characters each, for employed workers looking for C-suite roles in Los Angeles
3. ChatGPT
4. Output:
   1. Headlines: 3 headlines up to 30 characters each
      1. "Achieve Your MBA Dream"
      2. "Flexible Schedules Available"
      3. "Top Ranked Programs"
   2. Description Line: Two Description lines up to 90 character
      1. "Earn your MBA while working full-time. Join top-ranked flexible programs."
      2. "Advance to C-suite roles with our evening and part-time MBA options."
   3. Display URL: Two path strings up to 15 characters each
      1. "mba"
      2. "flexible"
5. Ad group: Unemployed Workers
6. Intent segment description:

Recently left a company, seeking management level positions with flexible schedules.

1. Keywords:
   1. full time mba cost
   2. part time mba cost
   3. cheapest part time mba
   4. full time executive mba programs
   5. part time mba with placement

Justification: This group prioritizes tuition price and flexibility in their schedules to align with their current life situations. Whether they have recently left a company or are in the midst of transition, they look for programs that offer the economic options and flexibility needed to pursue their career aspirations. Part-time MBA options provide the perfect balance for advancing their careers while accommodating their evolving professional journeys.

1. For the above keyword(s): Top of Page Bid (Low Range), Top of Page Bid (High Range), the traffic estimate and the competition measure

| **Keyword** | **Avg. monthly searches** | **Competition** | **Competition (indexed value)** | **Top of page bid (low range)** | **Top of page bid (high range)** |
| --- | --- | --- | --- | --- | --- |
| full time mba cost | 50 | Low | 21 | 1.87 | 7.11 |
| part time mba cost | 50 | Low | 18 | 3.5 | 9.9 |
| cheapest part time mba | 50 | Medium | 56 | 4.61 | 20.82 |
| full time executive mba programs | 50 | Medium | 61 | 7.05 | 17.79 |
| part time mba with placement | 50 | Low | 29 |  |  |

1. Ad copy

* Headlines:
  + "Find Flexible Jobs"
  + "Part-Time Exec Roles"
  + "Management Openings"
* Description Line:
  + "Find flexible management roles in LA to match your lifestyle and career goals"
  + "Explore part-time exec roles for customized career growth on your terms"
* Display URL:
  + "flexible"
  + "Jobs"

Justification: The ad copy is well-aligned with the intent segment's needs, emphasizing flexibility and management roles. The headlines directly address the desire for flexible jobs and part-time executive roles, while the description line reinforces this by highlighting tailored growth opportunities. The display URL "flexible.jobs" further reinforces the theme of flexibility, resonating with the target audience's priorities.

1. A description of your framework, thought process or considerations:

I considered the unique needs of individuals who have recently left their jobs and are looking for flexible opportunities. The keywords were chosen to reflect the search behavior of this group, emphasizing flexibility and management roles. The ad copy is designed to attract attention by highlighting the availability of flexible and part-time executive positions, which aligns with the target audience's preferences. This strategic alignment ensures high relevance and potential engagement from the targeted segment.

1. Generative AI
2. Prompts: Create 3 headlines up to 30 characters each, Two Description lines up to 90 character, Two path strings up to 15 characters each, for non-employed workers looking for management level positions with flexible schedules
3. ChatGPT
4. Output
   1. Headlines:
      1. "Find Flexible Jobs"
      2. "Part-Time Exec Roles"
      3. "Management Openings"
   2. Description Line:
      1. "Explore flexible management jobs in LA. Ideal for your new career start."
      2. "Discover part-time executive roles tailored to your needs."
   3. Display URL: Two path strings up to 15 characters each
      1. "flexible"
      2. "jobs"
5. Ad group: Entrepreneurs
6. Intent segment description:

Owns a business, looking to enhance business skills and knowledge, seeking flexible learning options.

1. Keywords
   1. best flex mba
   2. best flexible mba
   3. best flex mba programs
   4. online full time

Justification: This group is comprised of business owners and entrepreneurs who are aiming to boost their skills and knowledge while managing their ventures. They prefer flexible learning options that can seamlessly fit into their packed schedules, allowing them to enhance their business expertise, possibly remotely, without disrupting their responsibilities. Additionally, they are seeking programs from top schools to ensure they gain a reputable and high-quality education to elevate their business acumen and credibility in the market.

1. For the above keyword(s): Top of Page Bid (Low Range), Top of Page Bid (High Range), the traffic estimate and the competition measure

| **Keyword** | **Avg. monthly searches** | **Competition** | **Competition (indexed value)** | **Top of page bid (low range)** | **Top of page bid (high range)** |
| --- | --- | --- | --- | --- | --- |
| best flex mba | 50 | Medium | 64 | 4.26 | 17.76 |
| best flexible mba | 50 | Medium | 61 | 5.13 | 21.48 |
| best flex mba programs | 50 | Medium | 56 | 6.53 | 21.68 |
| online full time | 50 | Low | 31 | 4.58 | 14.9 |

1. Ad copy

* Headlines: 3 headlines up to 30 characters each
  + "Grow Your Business"
  + "Entrepreneur Coaching"
  + "Boost Small Business"
* Description Line: Two Description lines up to 90 characters
  + "Tailored growth strategies: Personalized plans for your business success"
  + "Elevate with expert coaching: Small business, big results"
* Display URL: Two path strings up to 15 characters each
  + "business"
  + "Growth"

Justification: The ad copy aims to resonate with entrepreneurs seeking to enhance their business skills through flexible learning options. The headlines focus on key benefits such as business growth and expert coaching, while the description lines emphasize tailored strategies and elevating small businesses. The display URL succinctly reinforces the business-focused nature of the offering.

1. A description of your framework, thought process or considerations:

For entrepreneurs, the focus is on business growth and development. The keywords were selected to reflect the needs of business owners seeking strategic advice and coaching. The ad copy emphasizes the benefits of coaching and tailored strategies, aiming to attract entrepreneurs looking to enhance their business performance. This targeted approach ensures the ad resonates with their growth ambitions and encourages engagement.

1. Generative AI
2. Prompts: Create 3 headlines up to 30 characters each, 2 Description lines up to 90 characters, 2 path strings up to 15 characters each, for entrepreneurs who own a business, looking to enhance business skills and knowledge, seeking flexible learning options.
3. ChatGPT
4. Output
   1. Headlines:
      1. "Grow Your Business"
      2. "Entrepreneur Coaching"
      3. "Boost Small Business"
   2. Description Line:
      1. "Unlock growth strategies tailored for entrepreneurs. Start now!"
      2. "Get expert coaching to elevate your small business development."
   3. Display URL:
      1. "business"
      2. "growth"
5. Ad group: Local underrepresented groups
6. Intent segment description:

Individuals from underrepresented groups from local LA, including gender and ethnicity, seeking leadership opportunities.

1. Keywords:
   1. anderson part time mba
   2. mba weekend classes
   3. executive weekend mba

Justification: This group includes individuals from underrepresented communities aiming for leadership roles. Local underrepresented individuals might already be searching for UCLA Anderson's programs. Working mothers managing school-aged children need flexible options like weekend classes. These individuals prioritize inclusive educational environments that support their professional growth and foster diverse leadership perspectives.

1. For the above keyword(s): Top of Page Bid (Low Range), Top of Page Bid (High Range), the traffic estimate and the competition measure

| **Keyword** | **Avg. monthly searches** | **Competition** | **Competition (indexed value)** | **Top of page bid (low range)** | **Top of page bid (high range)** |
| --- | --- | --- | --- | --- | --- |
| anderson part time mba | 50 | Low | 20 | 2.85 | 16.83 |
| mba weekend classes | 50 | Medium | 38 | 4.22 | 17.03 |
| executive weekend mba | 50 | Medium | 34 | 4.71 | 23.12 |

1. Ad copy

* Headlines:
  + "Diversity in Leadership"
  + "Women Leaders Rise"
  + "Minority Exec Training"
* Description Line:
  + "Join our leadership programs for diverse groups. Empower your career."
  + "Advance with executive training for women and minorities."
* Display URL:
  + "diversity"
  + "Leadership"

Justification: The ad copy reflects a clear focus on diversity and inclusion, catering specifically to underrepresented groups in LA seeking leadership opportunities. The headlines convey a message of empowerment and advancement for women and minorities, while the description lines emphasize the benefits of diverse leadership training. The display URL reinforces the theme of diversity and leadership.

1. A description of your framework, thought process or considerations:

To address the unique needs of underrepresented groups, I selected keywords that highlight diversity and inclusion in leadership and executive training programs. The ad copy underscores the availability of tailored programs for women and minorities, aiming to empower and advance their careers. This approach ensures that the ads are relevant and compelling to individuals seeking leadership opportunities in an inclusive environment.

1. Generative AI
2. Prompts: Create 3 headlines up to 30 characters each, 2 Description lines up to 90 characters, 2 path strings up to 15 characters each, for diversity groups including gender and ethnicity.
3. ChatGPT
4. Output
   1. Headlines: 3 headlines up to 30 characters each
      1. "Diversity in Leadership"
      2. "Women Leaders Rise"
      3. "Minority Exec Training"
   2. Description Line: Two Description lines up to 90 character
      1. "Join our leadership programs for diverse groups. Empower your career."
      2. "Advance with executive training for women and minorities."
   3. Display URL: Two path strings up to 15 characters each
      1. "diversity"
      2. "leadership"