



Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

This campaign is about the free course of **Material Design for Android Developers** and the location is **United Kingdom**.

The campaign was built to reach developers who wants to know more about Material Design and developers who have the interest to do a course for learn more deeply Material Design. Therefore, we create two Ad Groups: Awareness and Interest.

- In the **Awareness Ad Group**, the keywords chosen convey the thoughts of those who don't know much about a subject, such as "overview", "what is", "how to make", "define", "fundamentals" and "guidelines".
- In the **Interest Ad Group**, the keywords chosen convey the thoughts of those who already have an interest in taking a course, such as "course", "certificate", "elearning", "training" and "academy".



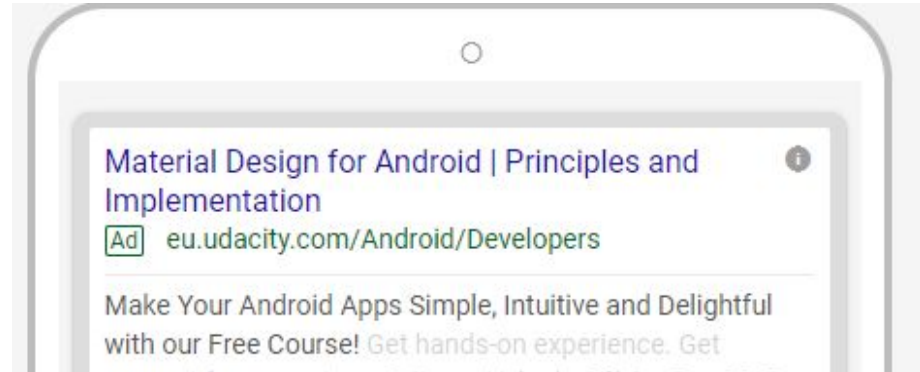
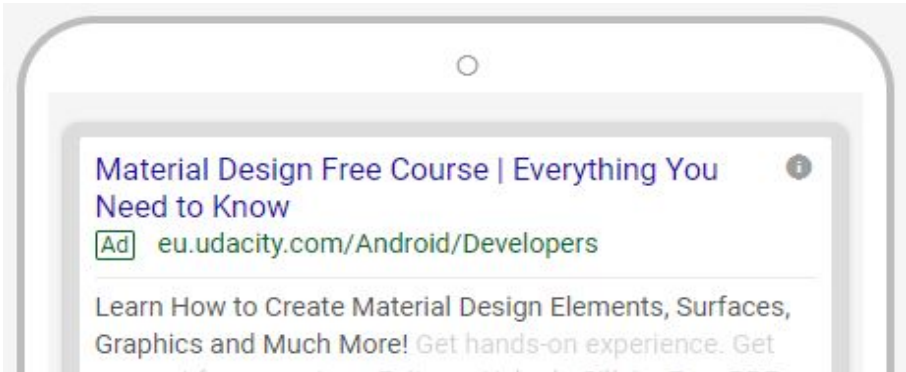
2. Marketing Objective & KPI

1. The Marketing Objective of this campaign is to achieve leads of potential students from United Kingdom for the *Become a Professional React Developer Nanodegree Program* between May 15th and May 20th with a budget of US\$ 75.00.
2. The KPI of this campaign is the number of email address got from prospective students from United Kingdom between May 15th and May 20th with a budget of US\$ 75.00.

Ad Groups

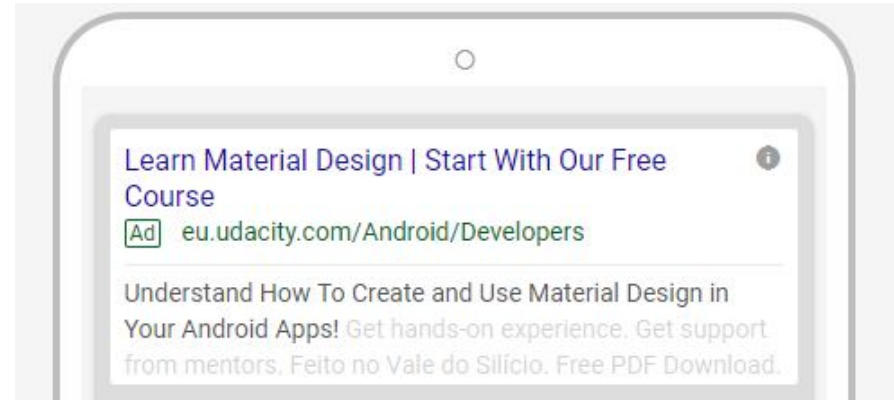
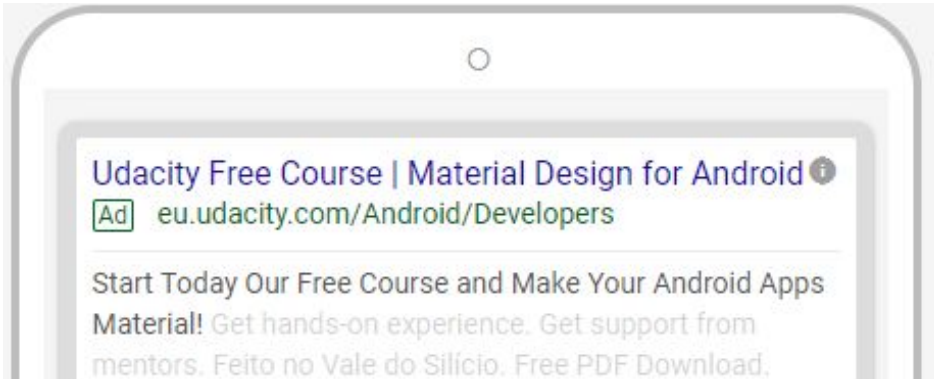
Ads and Keywords

Ad Group #1: Awareness (Material Design Android Developers)



Keyword List: how to make android design, material design overview, how to be android developer, android app layout, what is material design, how to learn material design, google material guidelines, material design for android developers, android design fundamentals, how to create material design elements, how to make android apps material, material design define, material design website examples, google design app, how to make android design material, android material color, android user interface design, material design layout, google design tool, beautiful android app design, material design what is

Ad Group #2: Interest (Material Design Android Developers)



Keyword List: material design elearning, material design certificate, course android developers, android developers certificate, material design course, material design online, android developers training, material design academy, android developers elearning, android design fundamentals course, course constraint layout android, meaningful motion android course, adaptive design android elearning, material design android developers course, android apps material training, android material design course, android developers course, material design training, course manual design android app

Appendix

Screenshots for Reference

Example: Review your campaign

Search campaigns > LARALB7Mar18

GO TO [Icons]

Paused Type: Search Budget: US\$15.00/day Close

About this campaign [EDIT IN SETTINGS](#)

19 May 2018 – No end date	Campaign goal Leads	Bid strategy CPC (enhanced)
All day		
United Kingdom		
English		

Ad Groups
2 Standard 0 Dynamic

<p>Material Design Free Course Everything You Need to Know</p> <p>eu.udacity.com/Android/Developers</p> <p>Learn How to Create Material Design Elements, Surfaces, Graphics and Much More!</p> <p>Example ad</p>	<p>Ad group: Awareness (Material Design Android Developers)</p> <p>Type: Standard</p> <p>Max. CPC: US\$3.00 (enhanced)</p> <p>Keywords: android app layout, android design fundamentals, android material color + 17 more</p> <p>Ad extensions: None</p>
<p>Udacity Free Course Material Design for Android</p> <p>eu.udacity.com/Android/Developers</p> <p>Start Today Our Free Course and Make Your Android Apps Material!</p> <p>Example ad</p>	<p>Ad group: Interest (Material Design Android Developers)</p> <p>Type: Standard</p> <p>Max. CPC: US\$3.00 (enhanced)</p> <p>Keywords: Material design for android developers, adaptive design android elearning + 18 more</p> <p>Ad extensions: None</p>

Sorry, but I forgot to take a screenshot in the 'Review your campaign page' and I couldn't find this screen after. So I put here the overview page, which has the same information. Thank you!

Example: Campaign Summary

All campaigns > Search campaigns > LARALB7Mar18

GO TO

?

view

Paused Type: Search Budget: US\$15.00/day More details

Recommendations

AD GROUPS AUCTION INSIGHTS

Last 7 days
May 5 - 11, 2018

0 5 May 2018 11 May 2018

+

Find ad groups

Ad group status: All but removed

	Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj.
	Awareness (Material Design Android Developers)	Campaign paused	US\$3.00 (enhanced)	--	0	0	0.00%	US\$0.00	US\$0.00	Standard	None
	Interest (Material Design Android Developers)	Campaign paused	US\$3.00 (enhanced)	--	0	0	0.00%	US\$0.00	US\$0.00	Standard	None
	Total: All but removed ad groups				0	0	0.00%	US\$0.00	US\$0.00		
	Total: Experiments				0	0	0.00%	US\$0.00	US\$0.00		
	Total: Campaign				0	0	0.00%	US\$0.00	US\$0.00		