

# SETTING UP GOOGLE ADWORDS

**A**

ACCOUNT INFORMATION:

Email: timeandplace.ca@gmail.com

Password: Groupbeta1

Website: http://scs.ryerson.ca/~mdsamuel/timeandplace.html

**B**

PROBLEM STATEMENT:

Young adults don't know what to do with their free time

**C**

VALUE PROPOSITION: Our solution gives young adults a simple, easy, fun and organized platform to find new events/experiences with friends

**D**

MARKETING CONTENT:

Do you have a problem organizing events to do in your free time? Our integrated platform provides a discoverable and shareable solution that

allows you and your friends to Find, Plac, Share and Discuss upcoming events. Spend your time wisely and never struggle to make plans

again. Variety is the spice of life, explore with Time&Place.

**E**

CALL TO ACTION :

Struggling to rally your friends for a night out? Get them on board using a streamlined platform that guarantees a great time. Visit our site <http://scs.ryerson.ca/~mdsamuel/timeandplace.html> and let us know what you want to see on Time&Places.

**F**

BEACHHEAD:

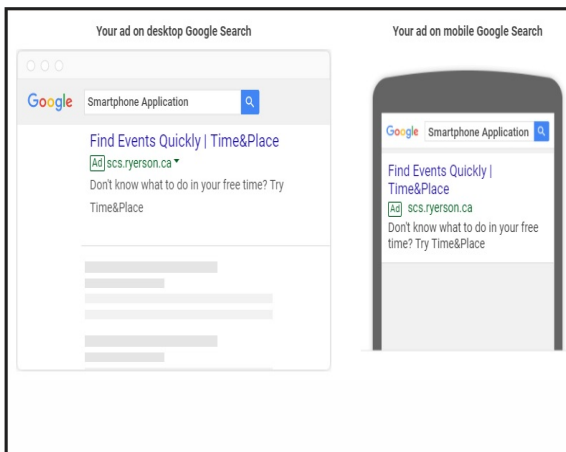
Post Secondary Students in Toronto

**G**

AD COPY:

**H**

KEYWORDS TO BUY:



Toronto

What to do in toronto

Events in toronto

Food in toronto

clubs in toronto

smartphone application

smartphone apps