



Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview



Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

Since App Development and Data Science are incredibly popular career directions now, I decided to create following Ads Group: Become a Data Analyst and Become an iOS Developer.

The target audience is students and professionals from USA with limited daily budget 15\$.

For each Ad group I created two Ads and changed just one element in each for accurate comparison. For example, for Data Analyst I put “Get hired fast” and “Skyrocket your career” in Headline 2, and for iOS Developer I changed the Descriptions.



2. Marketing Objective & KPI

What marketing objective do you aim to achieve with your campaign?

Ad clicks: 500. Time frame: 5 days. Budget: 15\$ daily



2. Marketing Objective & KPI

What primary KPI are you going to track in your campaign?

Click-through rate





Ad Groups

Ads and Keywords

Ad Group #1: Become a Data Analyst

Become a Data Analyst

data analyst salary | data analyst jobs | data analyst interview questions | data analyst salary san francisco | + 16 | [Edit](#)

Become a Data Analyst - Get hired fast

www.udacity.com/nanodegree

Prepare for a data science career. Learn to use Python, R, SQL, and Tableau



Become a Data Analyst - Skyrocket your career

www.udacity.com/nanodegree/plus

Prepare for a data science career. Learn to use Python, R, SQL, and Tableau



Keywords: data analyst salary, data analyst jobs, data analyst interview questions, data analyst salary san francisco, data analyst vs data scientist, data analyst skills, a data analyst definition, what a data analyst does, what is a data analyst job description, data analyst bay area salary, data analyst courses, data analyst contract jobs, data analyst degree online, data analyst degree programs, data analyst engineer, data analyst experience, data analysis e-learning, data analyst freelance, data analyst google, data analyst facebook.



Ad Group #2: Become iOS Developer

Become an iOS developer

ios | ios app maker | developer | app developer | + 18 | [Edit](#)

Become an iOS Developer - Build an App for the
www.udacity.com/nanodegree/plus
Master the Swift programming language and
create own portfolio of apps.



Become an iOS Developer - Build an App for the
www.nanodegree/plus
Enroll today, and start building your future in iOS
development.



Keywords: ios, ios app maker, developer, app developer, mobile app development, mobile development, ios developer, ios app, ios app development, iphone app development, apple developer, apple developer account, apple developer program, ios app store, how to make an app, how to develop an app, what does a ios developer do, ios developer apple, ios developer certificate, ios developer account cost, developer tools, ios developer salary.




Appendix

Screenshots for Reference

Example: Review your campaign

Review your campaign

You're almost done! Review the performance estimates and settings for your campaign.

Daily estimates 	Budget	Campaign Settings
—	\$15.00	Canada, United States Google search and search partners English

Become a Data Analyst

\$3.00 Bid

data analyst salary | data analyst jobs | data analyst interview questions | data analyst salary san francisco | data analyst vs data scientist | data analyst skills | +14 Additional keywords

Become a Data Analyst - Get hired fast 

www.udacity.com/nanodegree

Prepare for a data science career. Learn to use Python, R, SQL, and Tableau




1 of 2

Become an iOS developer

\$3.00 Bid

ios | ios app maker | developer | app developer | mobile app development | mobile development | +16 Additional keywords

Become an iOS Developer - Build an App for the iPhone 

www.udacity.com/nanodegree/plus

Master the Swift programming language and create own portfolio of apps.



1 of 2



DIGITAL MARKETING
NANODEGREE PROGRAM

Example: Review your campaign (daily budget)

Google AdWords BETA

Customer ID: 873-789-3111

All campaigns

Search campaigns

Display campaigns

Video campaigns

Enabled

E42840-Luiz

084672-Kelly

20610891 - Mario Martin ez

222-862-8962

24997

873-789-3111

A25200-Andre

A25200-Andre #2

A25200-Daniel

All campaigns > Search campaigns > A32760- Olga

In this campaign: Account budget running low

Campaign status: Active Type: Search Daily budget: \$15.00

Overview

Opportunities

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

AD GROUPS

MORE

Last 7 days
Sep 3 – 9, 2017

Clicks

None

Sep 3, 2017

Sep 9, 2017

Find ad groups

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>	<input checked="" type="radio"/>	Android Devel...	Eligible	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00	Standard	None
<input type="checkbox"/>	<input checked="" type="radio"/>	iOS Developer...	Eligible	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00	Standard	None
Total: Ad groups					0	0	0.00%	\$0.00	\$0.00		
Total: Campaign					0	0	0.00%	\$0.00	\$0.00		

Example: Campaign Summary

+ AD GROUP		Edit ▾	Details ▾	Bid strategy ▾	Automate ▾	Labels ▾									
<input type="checkbox"/>	●	Ad group	Status <small>?</small>	Default Max. CPC <small>?</small>	Clicks <small>?</small>	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>	Conversions <small>?</small>	Cost / conv. <small>?</small>	Conv. rate <small>?</small>	All conv. <small>?</small>	View-through conv. <small>?</small>
<input type="checkbox"/>	●	Become a Data Analyst	Campaign paused	\$3.00 (enhanced) <small>✓</small>	0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	●	Become an iOS developer	Campaign paused	\$3.00 (enhanced) <small>✓</small>	0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
		Total - all but removed ad groups			0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
		Total - all experiments <small>?</small>			0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
Total - all ad groups					0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0