

Documentation on creating Google ad Campaign for Laptops

STEP 1: Sign in to Google Ads

Sign in to your Google Ads account.

STEP 2: Access the Google Ads Dashboard

Once logged in, you'll be on the Google Ads dashboard.

STEP 3: Set Up Your Laptop Brand Campaign

1. Click on the "Campaigns" tab in the left-hand navigation menu.
2. Click the "+ New Campaign" button.
3. Select a campaign goal that aligns with your laptop brand promotion, such as "Sales" or "Website traffic."

STEP 4: Campaign Settings

Now, you need to configure your campaign settings specifically for promoting your laptop brand.

1. Name your campaign, something like "Laptop - Campaign."
2. Select the geographic location where you want to promote the laptop brand.
3. Set your daily budget.
4. Choose a bidding strategy. Consider maximizing clicks if you want to drive website traffic.
5. Set the campaign duration, scheduling, and other advanced settings as needed.

STEP 5: Ad Group Creation

Create ad groups within your campaign to organize your ads around specific laptop models or themes.

1. Name your ad group (e.g., "LaptopModel1 - Best Features").
2. Set a default bid for this ad group.
3. Add relevant keywords related to the specific laptop model you're promoting.
4. Create ad copy that highlights the unique selling points of the laptop model.

STEP 6: Create Your Ads

Now, create compelling ads to promote the laptop brand.

1. Click on the "Ads & Extensions" tab within your ad group.
2. Click the "+ New Ad" button.
3. Choose the ad type, such as "Text ad."
4. Write ad copy that emphasizes the key features, benefits, and value of the laptop model.
5. Add ad extensions to provide additional information, like site link extensions or callout extensions.

STEP 7: Review and Launch Your Campaign

Before launching your campaign, thoroughly review all settings, ad groups, and ad details.

1. Double-check campaign settings for accuracy.
2. Ensure your billing information is up to date.

When everything looks good, click the "Save" or "Launch" button to set your campaign live.

STEP 8: Monitor and Optimize Your Campaign

After launching your laptop brand campaign, closely monitor its performance:

1. Track metrics like CTR, conversion rate, and cost per click.
2. Make regular adjustments based on performance data.
3. Optimize ad copy, keywords, and bids to maximize results.
4. Consider running A/B tests to fine-tune your ad messaging and landing pages.

Make sure everything shows correct as per budget...