Google Ads Strategy

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Today's Presentation

TOPIC OUTLINE

Campaign Objective

Strategy

Example Ads

Maintenance Plan

Let's Go by Diana Paez

- Fashion brand with small following, primarily on social media.

- New website with better SEO implementation, ready for the big stage.

Objective

RAISE NAME-RECOGNITION OF BRAND, OBTAIN 500 SITE VISITS BY BEGINNING OF JULY

Strategy

Relying primarily on display ads aligns with the primary goal of increasing name recognition for this young brand.

BUDGET

$300/month

TIMELINE

2 months

ADS

display ads + expanded text

Timeline

May-June

KEYWORD RESEARCH

Using the buyer persona and SEO groundwork

DESIGN ADS

5 sizes of ads, run A/B versions within each ad group for 2 weeks

LAUNCH

Launch most successful versions after A/B test results

$300

MONTHLY BUDGET

CPA metric will be continuously monitored and set after 2 weeks of baseline.

Buyer Persona

Emma Roberts

Demographics

- Female
- 23 years old
- Single
- College student
- Urban

Affinities

- Vintage clothing
- Travel
- Social media
- Unique designs
- Environmentalism, sustainability
- Animals

Women's Apparel
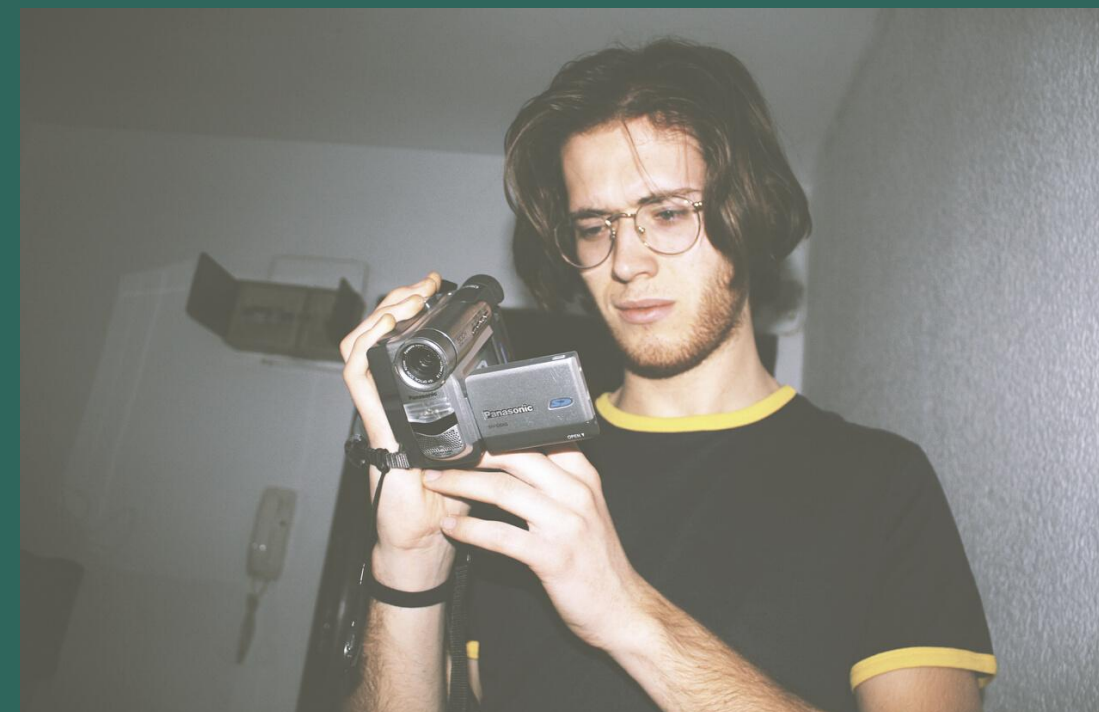
10B - 1T weekly impressions

In-market Audience

Beachbound Travelers

10B - 1T weekly impressions

Affinity Audience

Social Media Enthusiasts

10B - 1T weekly impressions

Affinity Audience

DISPLAY ADS

Primary focus to build brand recognition; Utilizing all standard sizes

TEXT ADS

Highly competitive industry, balance between low/med competition and branded

Display Ad Sizes

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- Square - 300x300
- Sm Square - 200x200
- Half page - 300x600
- Large rectangle - 336x280
- Leaderboard - 728x90
- Banner - 468x60

Jun 9, 2020 — No end date

California, Florida, New York, Texas

English, Spanish

Campaign goal

Brand awareness and reach

Campaign subtype

Standard

Campaign budget

$7.50/day

Bid strategy

CPC (enhanced)

Summer Collection
Let's Go by Diana Paez

2020
Summer
Collection
Let's Go by Diana Paez

2020

2020 Summer Collection
Let's Go by Diana Paez

Let's Go by Diana Paez
2020 Summer Collection

Search Ad Group

1 of 3 previews ‹ ›

Highlight ad ◉

Mobile

Colombian Women's Fashion | Let's Go by Diana Paez ⓘ
Ad www.letsgobydianapaez.com

Original designs for the worldly woman. Made in Colombia.

Last Chance   New Arrivals
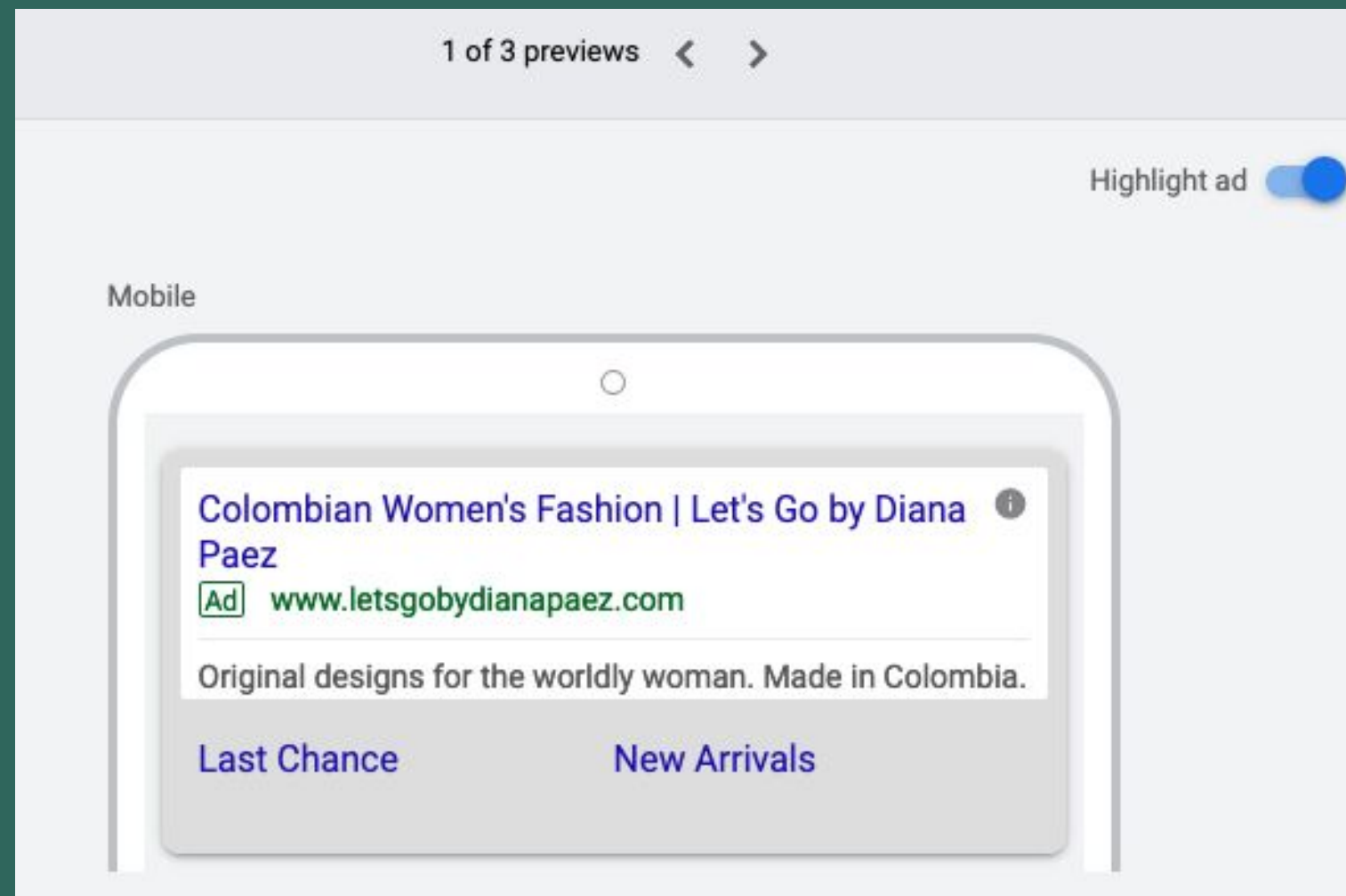
Ad group name

Branded search

Default bid ⑦

$ 0.4

"letsgobydianapaez"
"lets go by diana paez"
"let's go by diana paez"
"colombian fashion"
"diana paez"
"let's go"
"diana peaz"
"colombian fashion designer"

Match types help control which searches can trigger your ads

keyword = Broad match   "keyword" = Phrase match   [keyword] = Exact match   Le

Negative Keywords

"Columbia"

Due to huge competition from the outdoor retail brand.

"Let it go", "Frozen", "Soundtrack"

To avoid references to the movie related to "Let's Go"

Additional negative keywords will be evaluated as the campaign evolves.

LGbDP | SA8

Maintenance Plan

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- Evaluate A/B Test successes and areas for improvement
- Adjust keywords & negative keywords based on data from campaign
- Evaluate additional keywords to improve CPA
- Continually monitor campaign KPIs, assess and make changes as necessary

Thank you

@letsgobydianapaez