

Ideation Phase

Define the Problem Statements

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| Date | 03 November 2023 |
| Team ID | NM2023TMID04566 |
| Project Name | How to create google ads compagain for your brand |
| Maximum Marks | 2 Marks |

CUSTOMER PROBLEM SATEMENT:

Our business is struggling to achieve a positive return on investment (ROI) with our Google Ads campaigns. Despite spending a significant amount on advertising, we're not seeing the expected results in terms of conversions and revenue. We're concerned that our ad budget is not being utilized effectively, and we're unsure how to optimize our campaigns to reach our target audience and increase our online sales."

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| I am | Citizen |
| I am trying to | Start by identifying the specific goals for your campaign. What do you want to achieve? Common goals include increasing website traffic, generating leads, boosting sales, or improving brand awareness. |
| But | research to identify relevant keywords and phrases that potential customers might use to search for your products or services. Use tools like the Google Keyword Planner |
| Because | Choose the appropriate campaign type based on your goals. Common campaign types include Search, Display, Shopping, Video, and App campaigns. For promoting your brand, a Search or Display campaign may be a good starting point. |
| Which makes me feel | Write compelling ad copy that clearly conveys your brand's message and offers. Include relevant keywords in your ad headlines and descriptions. Highlight unique selling points and calls to action (CTAs). |

