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| --- | --- |
| **NAME** | **SIVAKUMAR K** |
| **NM ID** | **D591E295393D2D8A1FE4CE9175B743A1** |
| **COLLEGE NAME** | **SARANATHAN COLLEGE OF ENGINEERING** |
| **PROJECT TITLE** | **How to Create a Google Ads Campaign for your brand** |
| **CATEGORY** | **DIGITAL MARKETING** |
| **DEPARTMENT** | **ELECTRONICS AND COMMUNICATION ENGINEERING** |

**Email:** [**vigsaraclothing@gmail.com**](mailto:vigsaraclothing@gmail.com)

**Password:Vignesh@123**

**DOCUMENTATION:**

**Sample product for Google Ads:**

**Brand website:** [**https://vigsara.blogspot.com/**](https://vigsara.blogspot.com/)

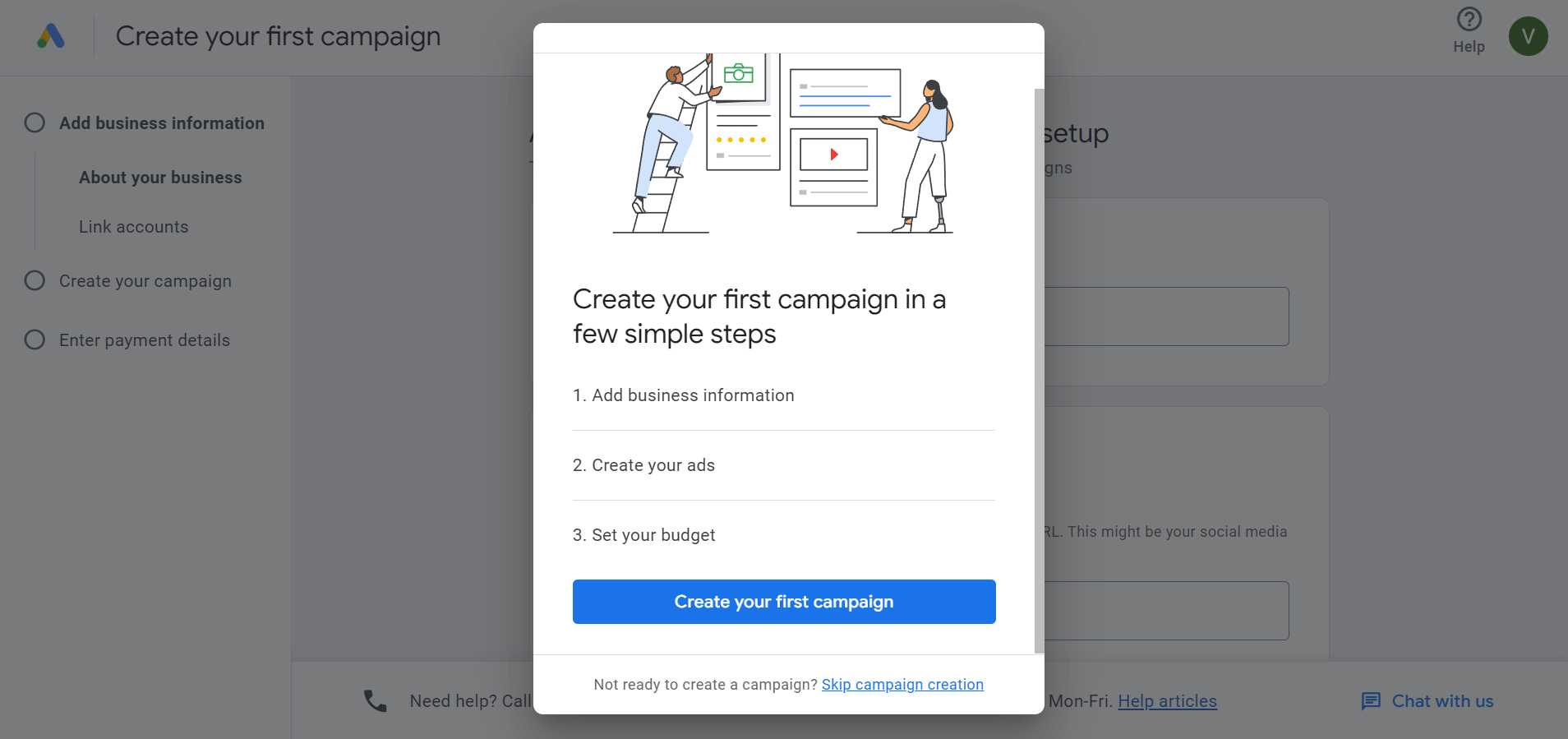
**Brand Name: Vigsara Clothing**

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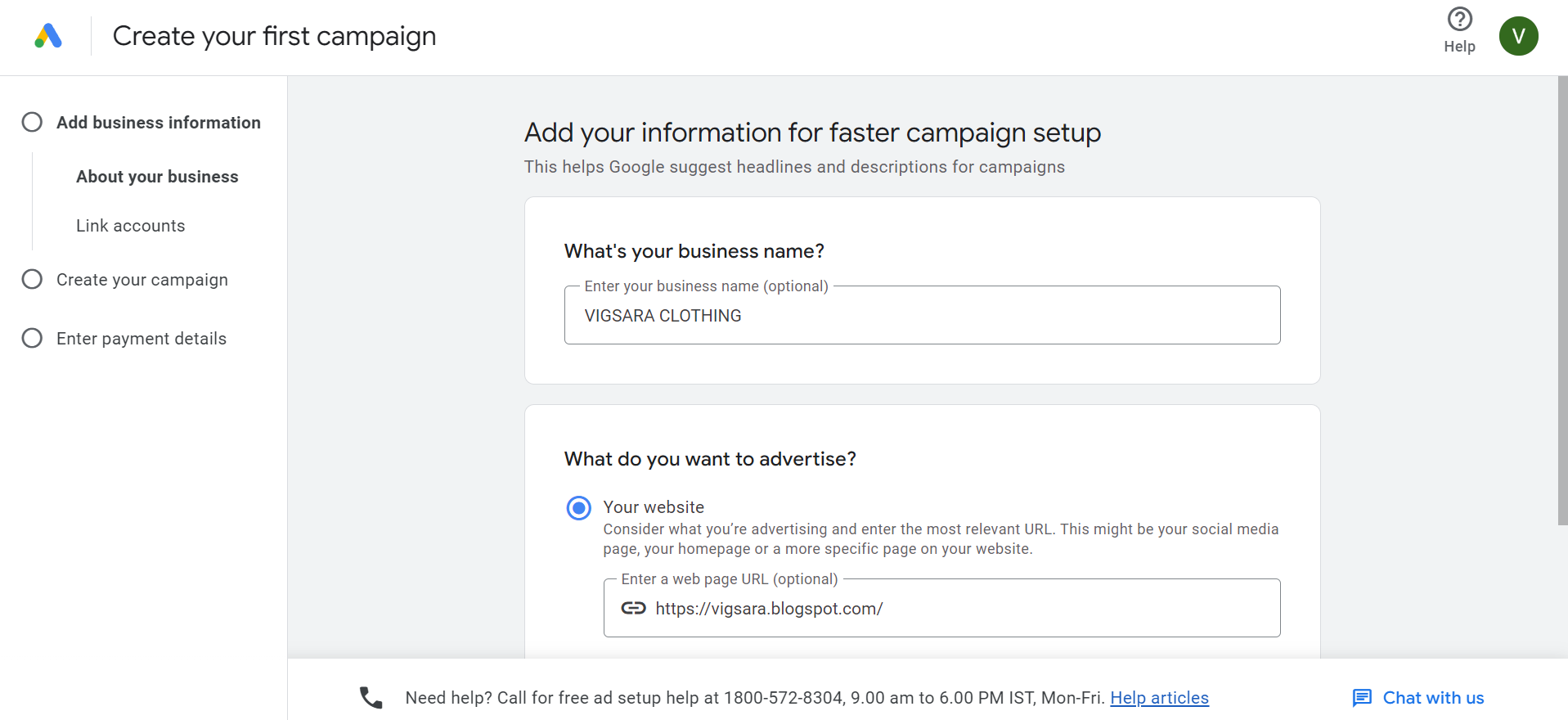
**Google Ads Campaign:**

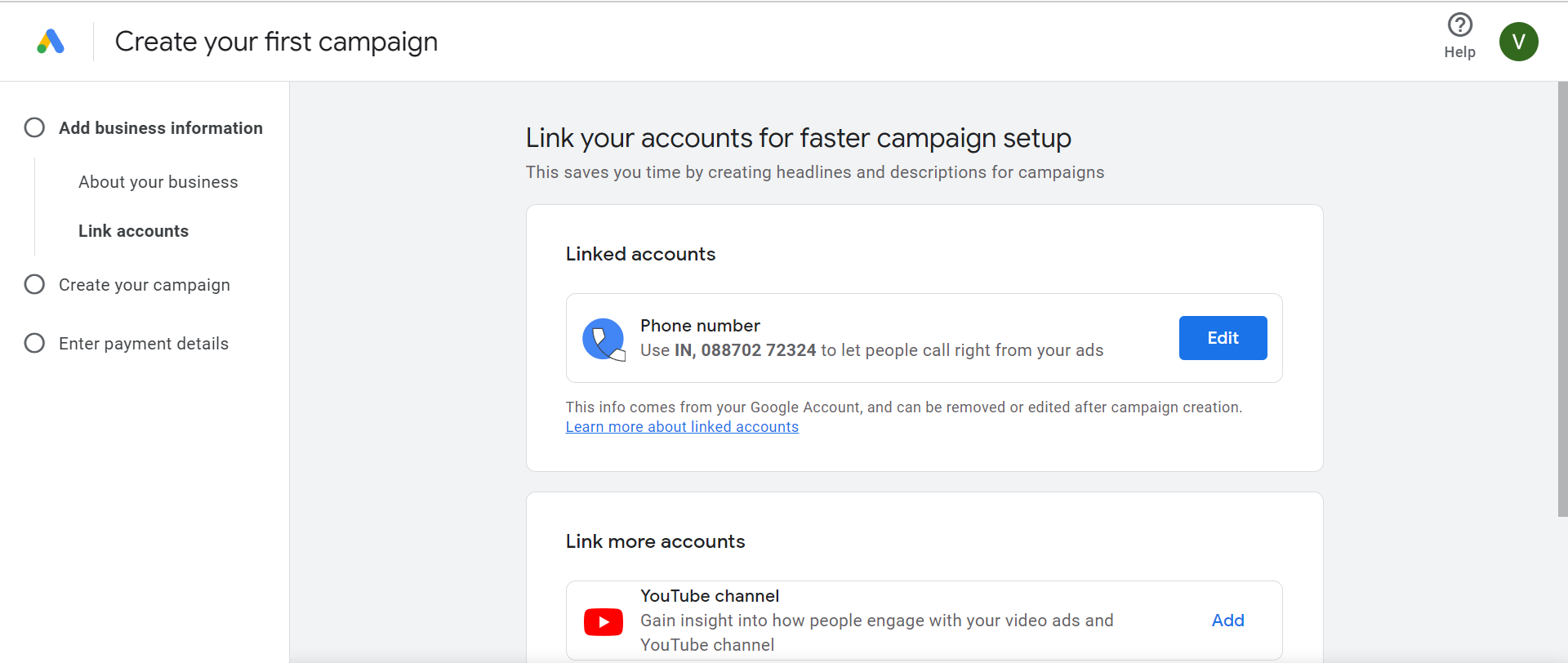
**Navigation:**

[**https://ads.google.com/**](https://ads.google.com/)

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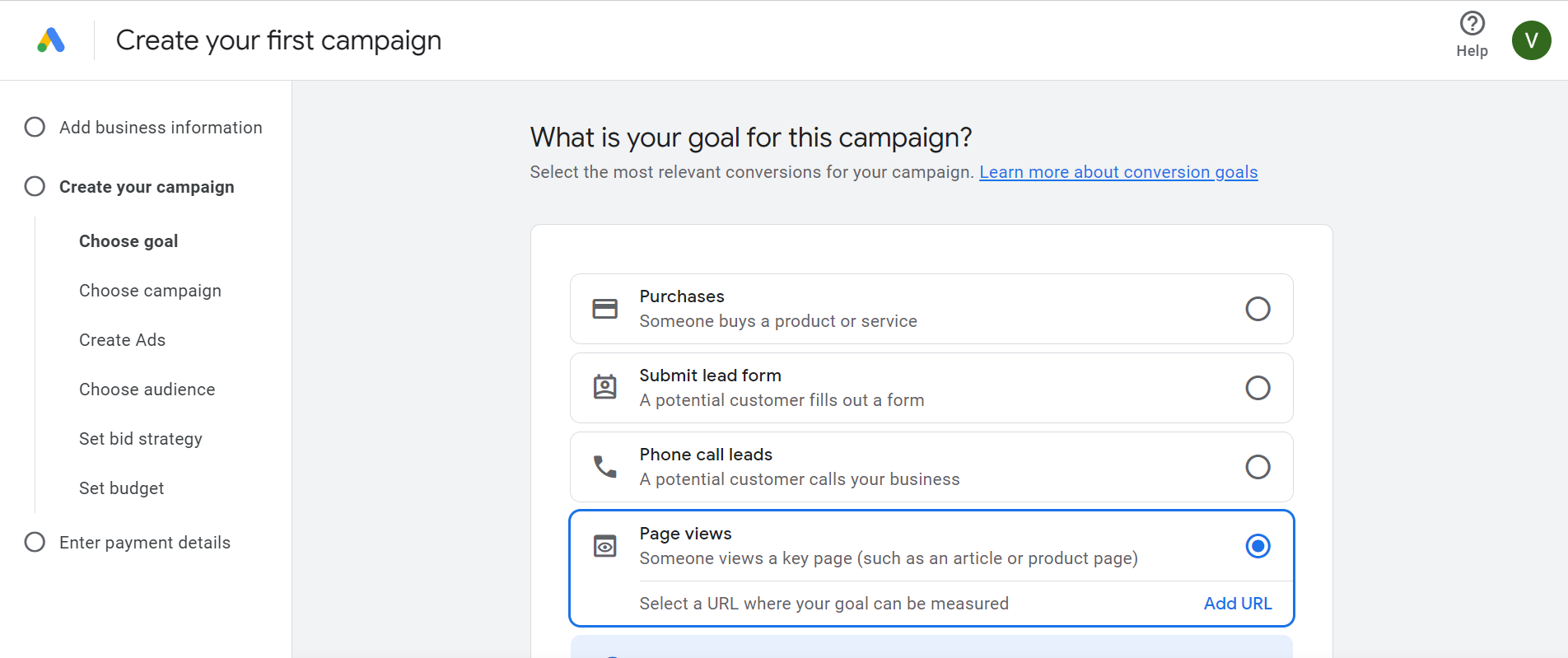
**Add business information:**

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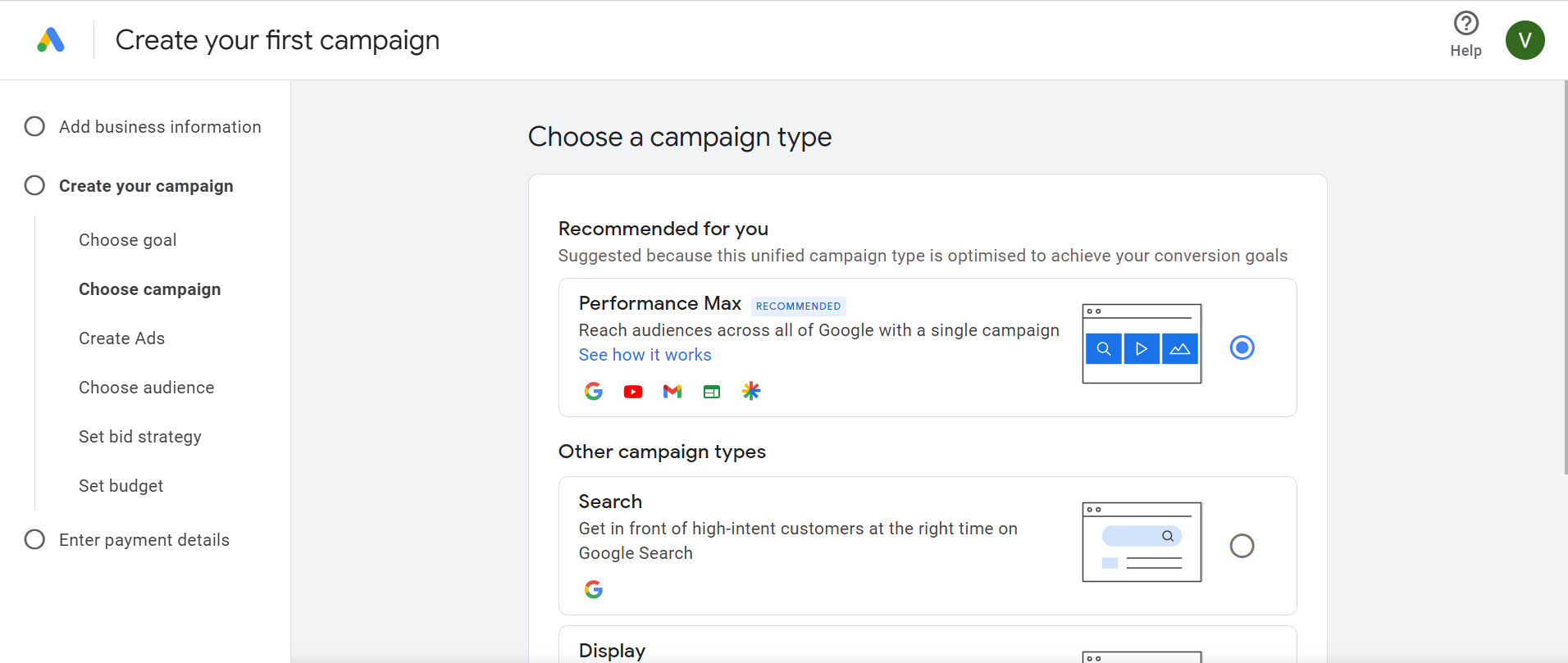
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**Create your campaign:**

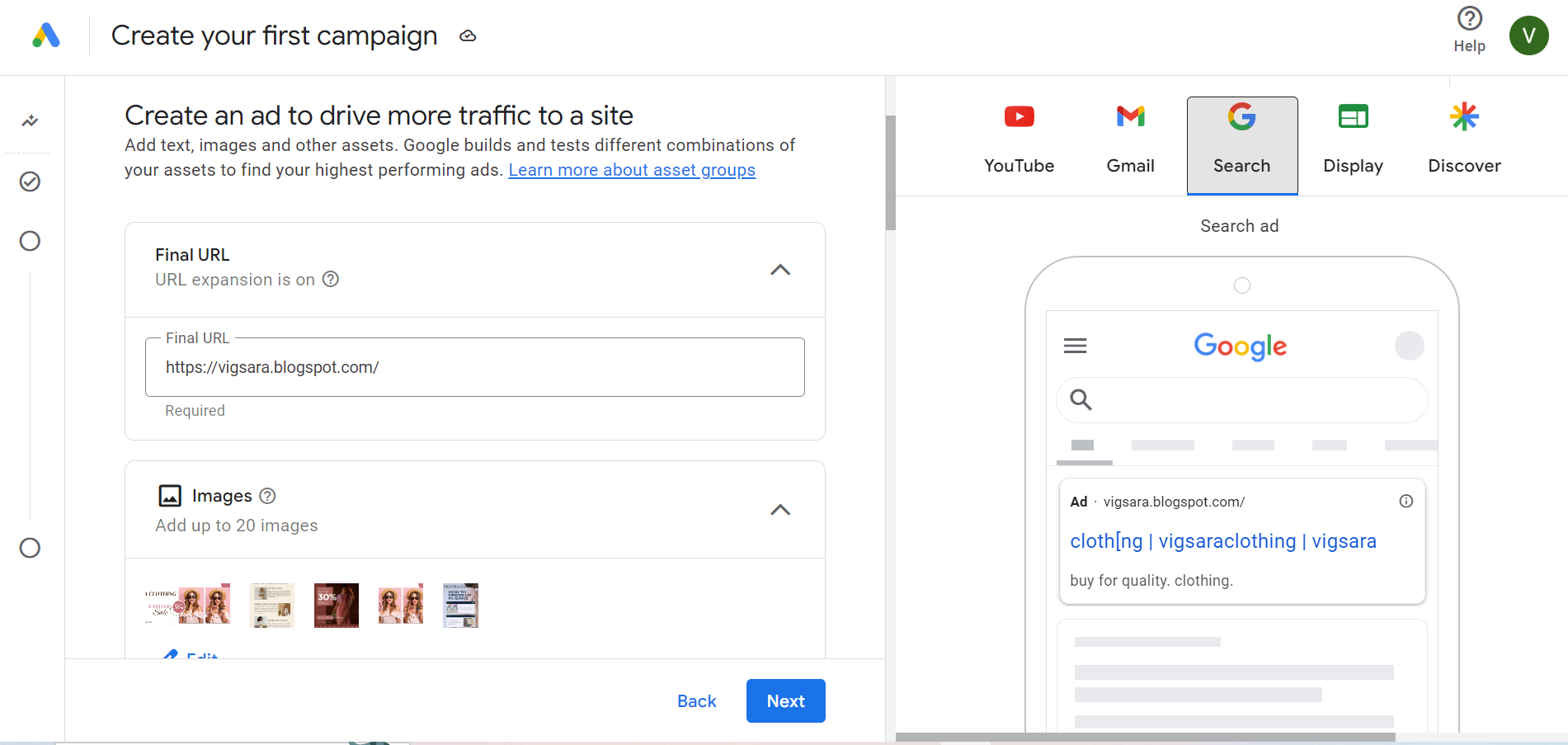
**Campaign goal: page views**

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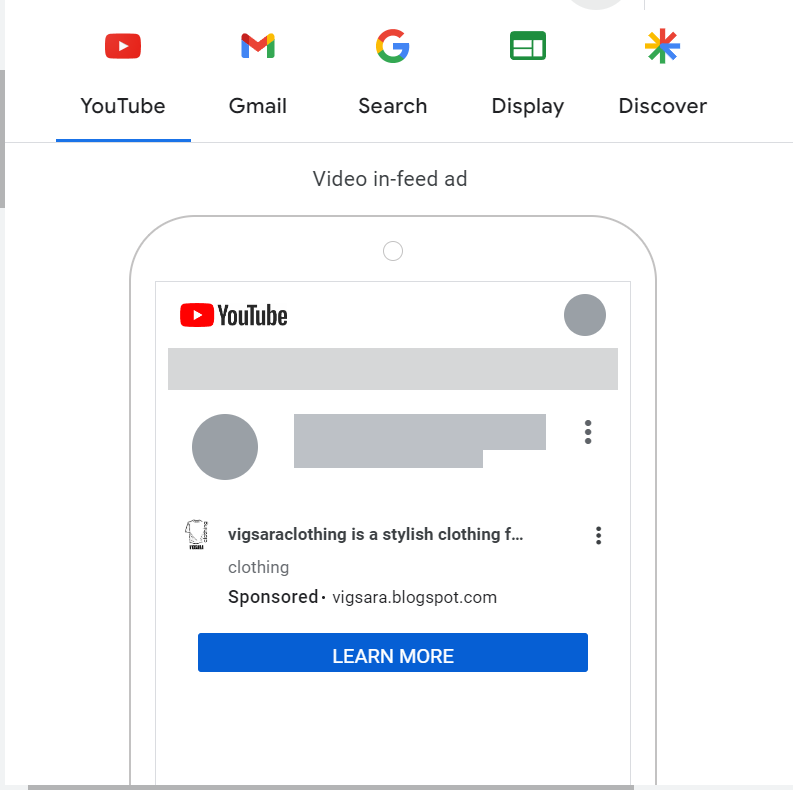
**Campaign type: Performance max**

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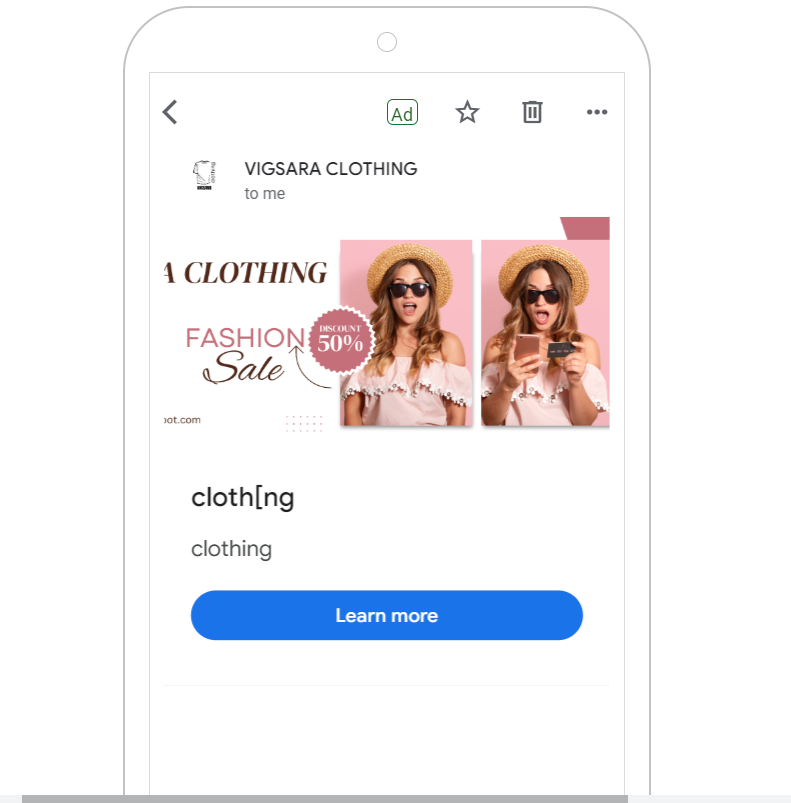
**Create ads:**

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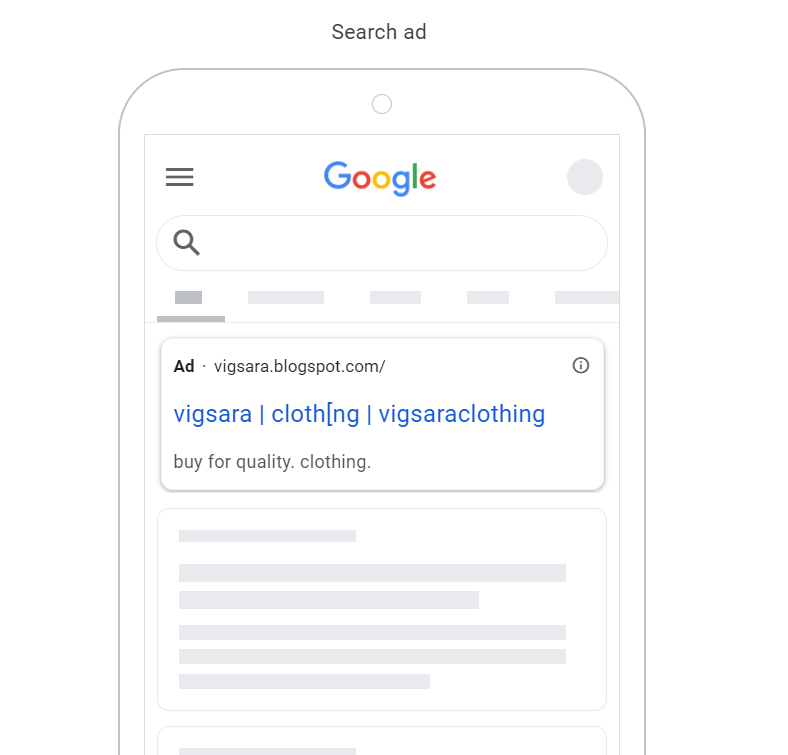
**Create ads: Google ad in You tube**

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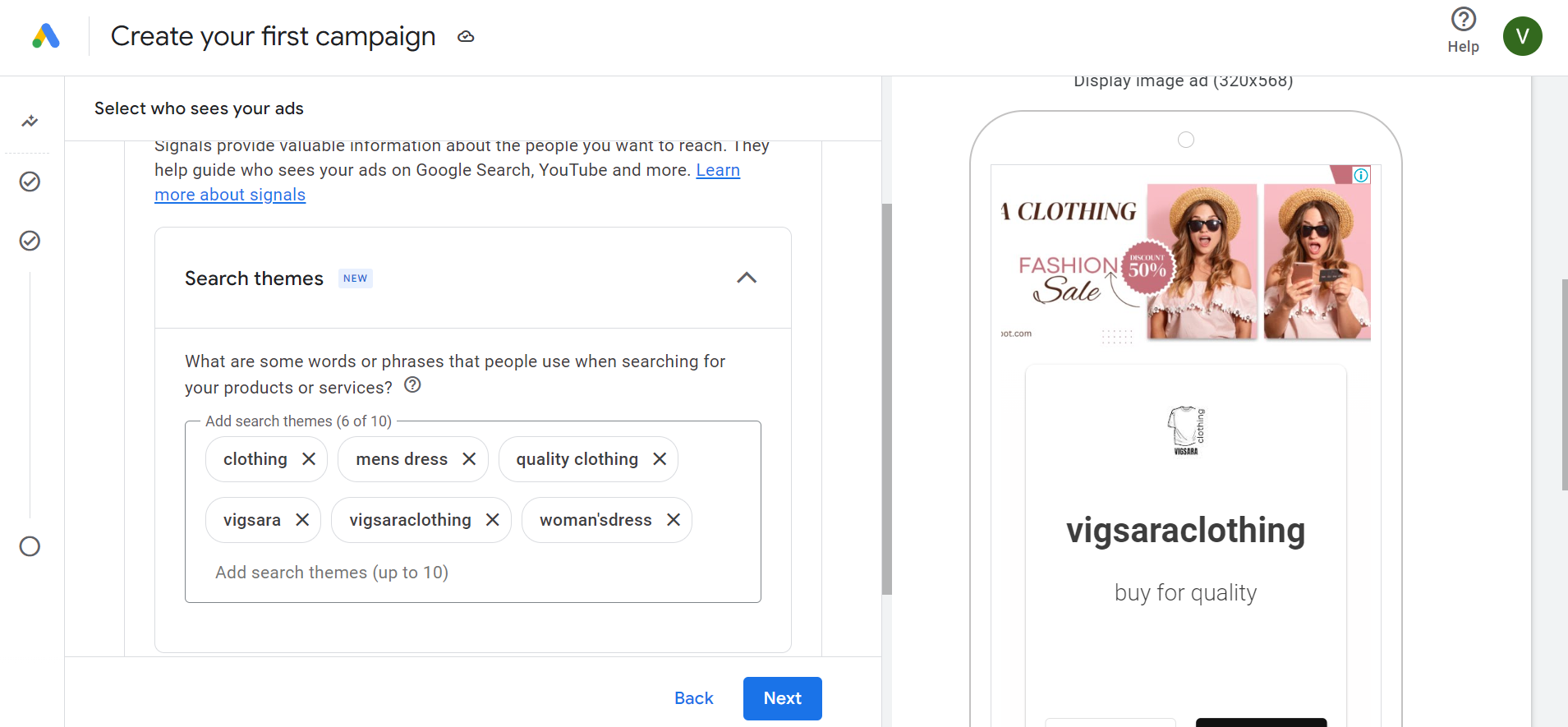
**Create ads: Google ad in Gmail**

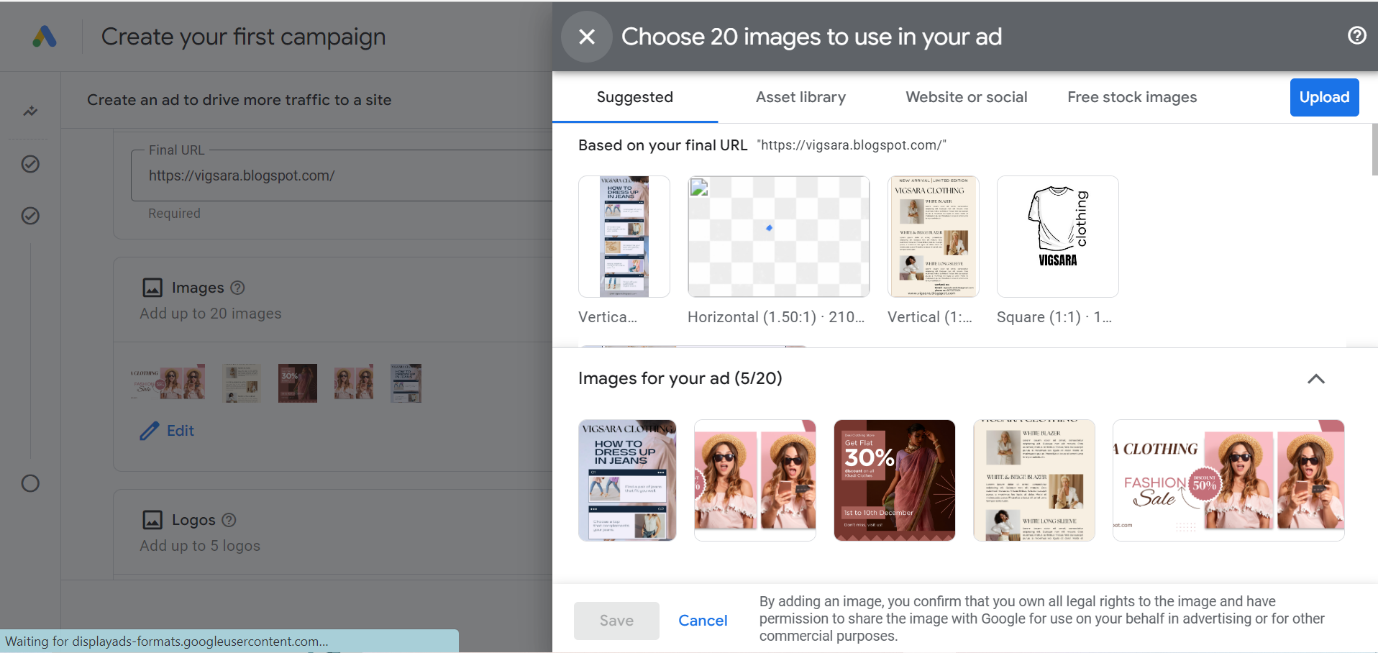
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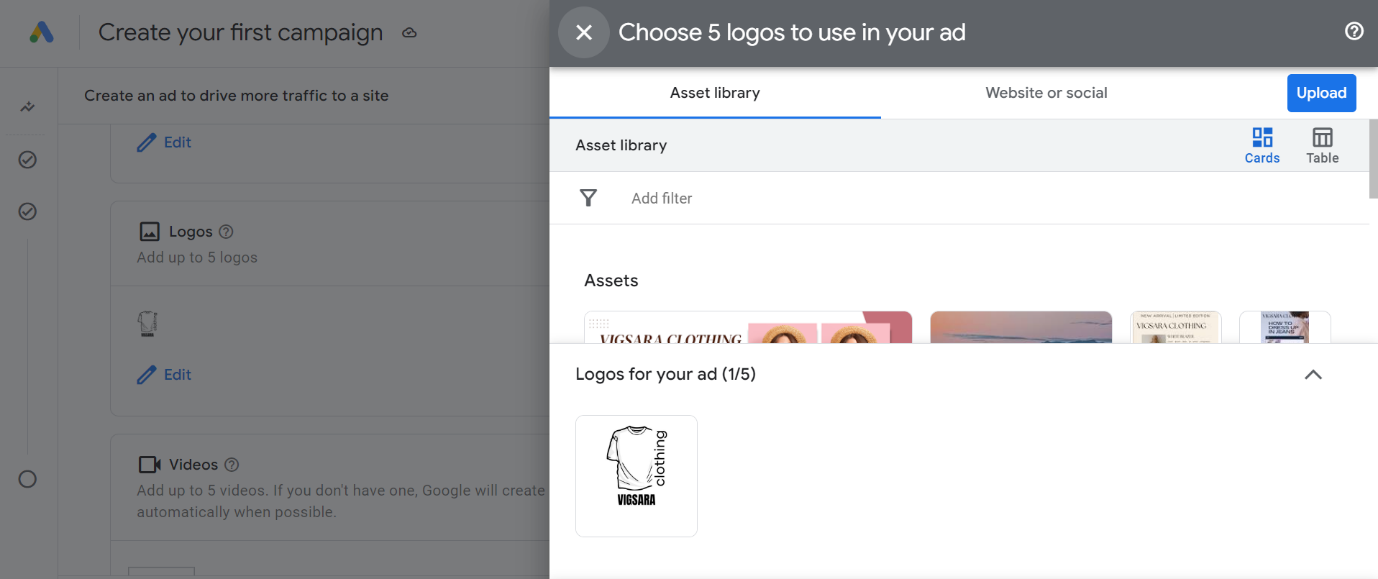
**Create ads: Google ad in Google Search**



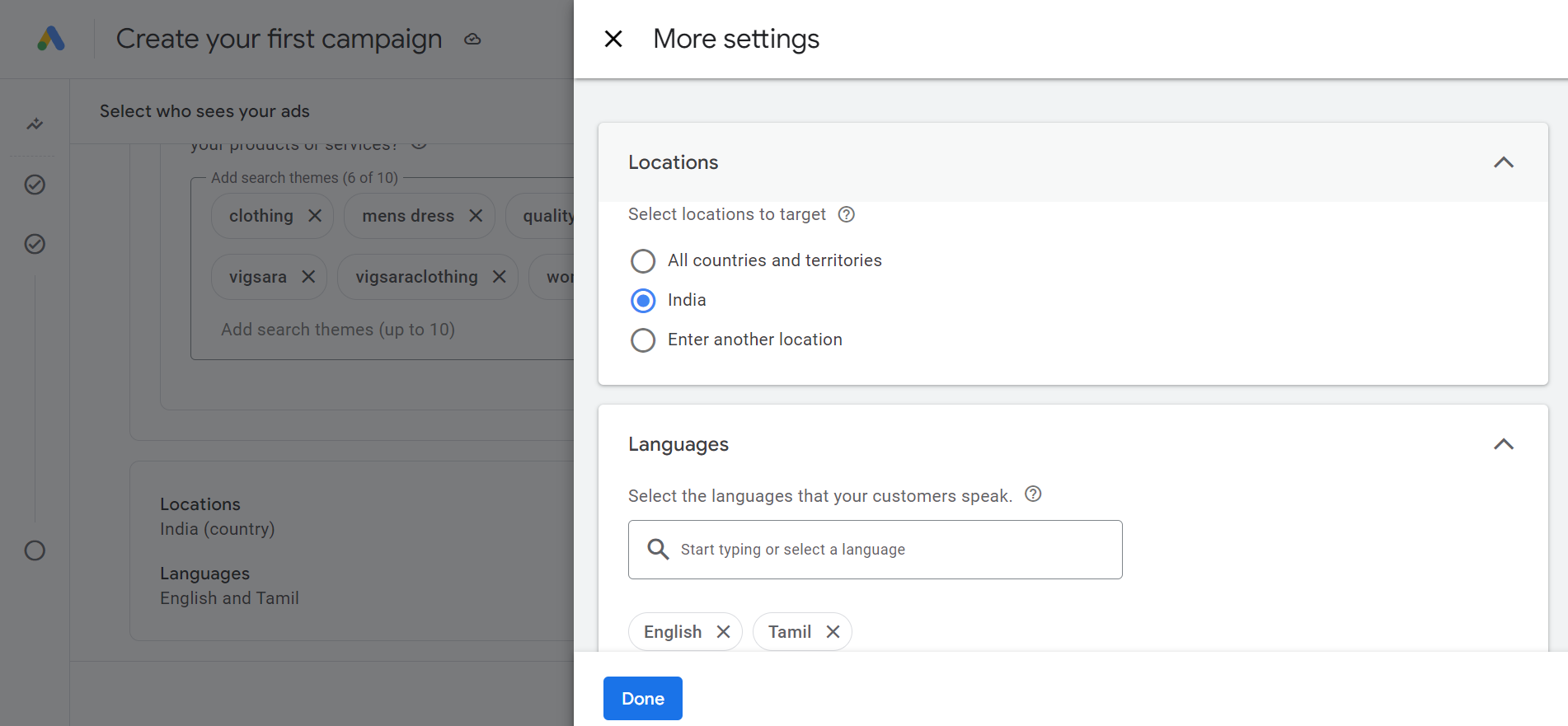
**Signals Selection: Adding Keyword**

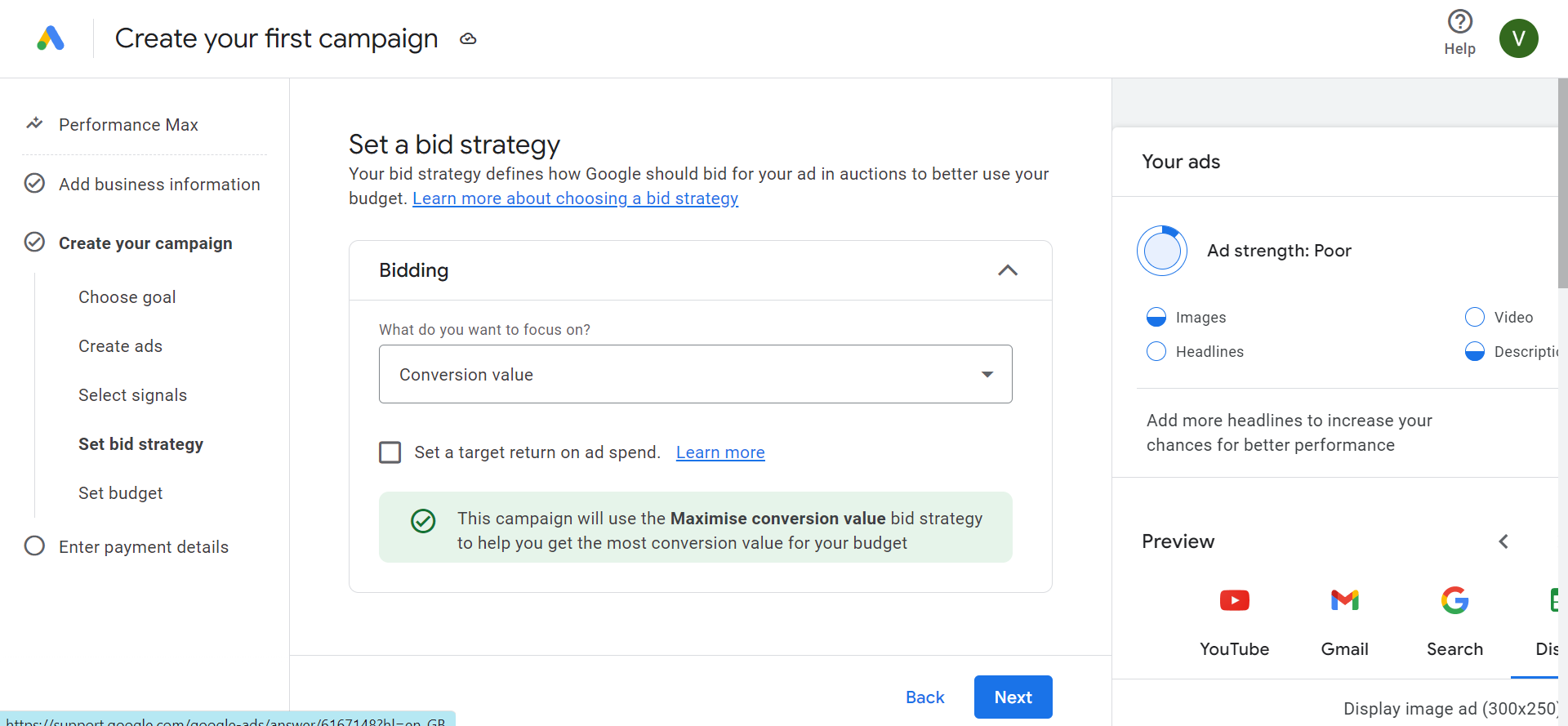
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**Images and logo:**

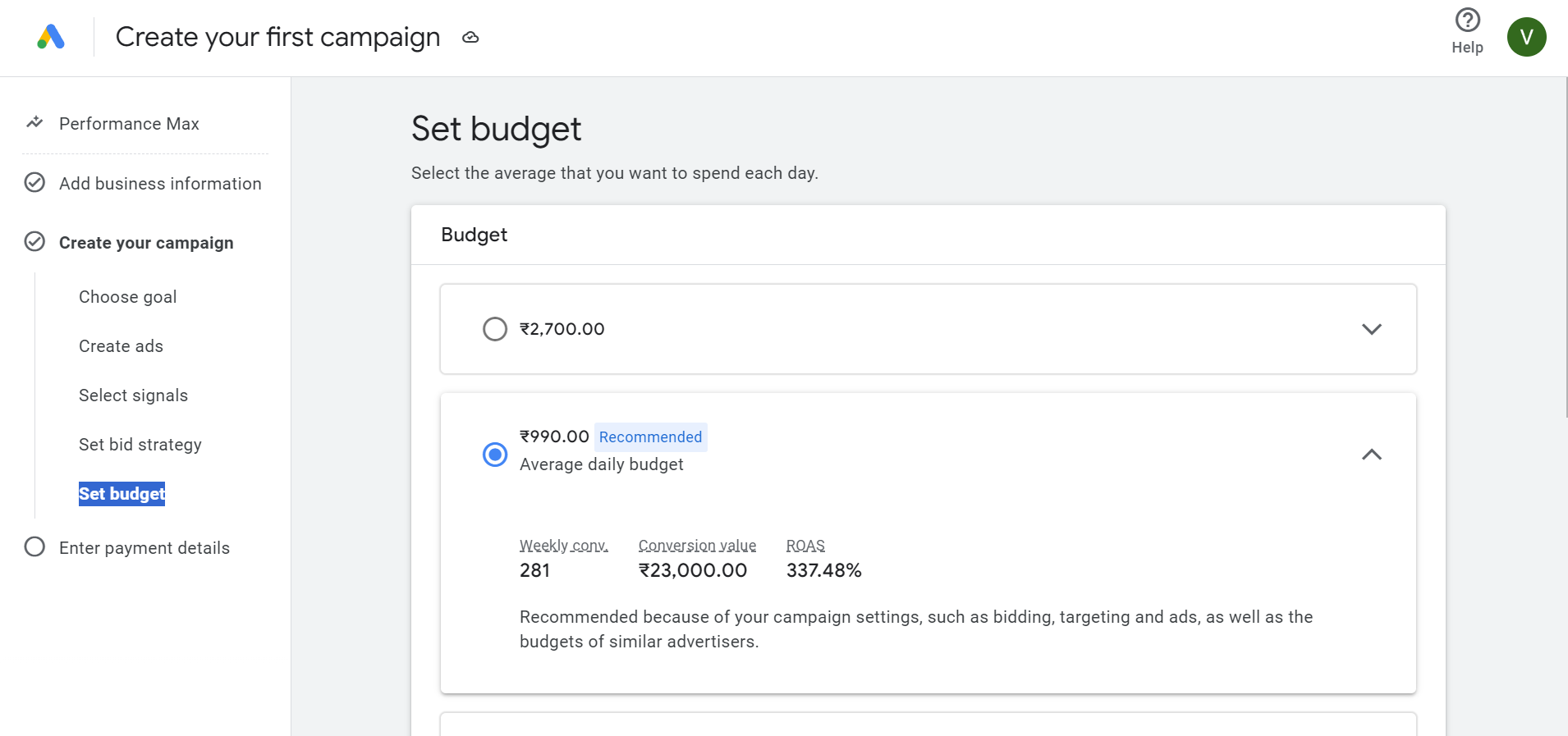
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**Location and Languages:**

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**Set bid strategy:** **Conversion value**

**Set budget:**

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**Demo Link :**

[**https://youtu.be/Fx6mBIpMbDE**](https://youtu.be/Fx6mBIpMbDE)