Google Ads Campaign Plan for REMOTELY

Campaign Objectives:

- **Increase Brand Awareness**: Position REMOTELY as a go-to platform for virtual expert hiring.
- **Generate Leads**: Drive traffic to the website and capture potential client information.
- **Promote Services**: Highlight specialized services offered by REMOTELY.

Target Audience:

1. **Geography**:
   - Saudi Arabia
   - United Arab Emirates (UAE)
   - Egypt
2. **Demographics**:
   - Age: 25-55
   - Gender: All
   - Job Titles: Business Owners, HR Managers, Project Managers, Marketing Directors, Accountants, Small to Medium Enterprise (SME) Owners
   - Company Size: Small and Medium Enterprises (SMEs)
3. **Interests**:
   - Remote Work
   - Freelancing
   - Digital Marketing
   - Business Efficiency
   - Workforce Flexibility
   - Technology Solutions

Pain Points to Address in Ads:

1. **Limited Access to Specialized Talent**: Highlight the platform's ability to connect businesses with skilled professionals in various fields.
2. **High Hiring Costs**: Emphasize cost-effectiveness compared to traditional hiring methods.
3. **Inflexibility of Workforce**: Promote flexibility in hiring virtual experts for short-term projects.
4. **Time Constraints and Urgent Needs**: Showcase quick access to experts for urgent project demands.
5. **Quality Control and Trust Issues**: Ensure potential clients know about the vetting process and quality assurance.

Ad Structure:

Campaign Types:

- **Search Ads**: Target specific keywords related to hiring virtual experts.

- **Display Ads**: Use visually appealing banners to increase brand visibility.

Example Ad Groups and Keywords:

1. **Ad Group: Hire Virtual Experts**
   - Keywords: "hire virtual experts", "freelance professionals in [specific field]", "remote workers for short-term projects"
   - **Ad Copy**:
     - **Title**: "Find Top Virtual Experts Today!"
     - **Description**: "Access specialized talent in accounting, marketing, and more. Cost-effective and flexible solutions for your business. Start hiring now!"
2. **Ad Group: Cost-Effective Hiring**
   - Keywords: "affordable hiring solutions", "reduce hiring costs", "flexible staffing"
   - **Ad Copy**:
     - **Title**: "Cut Hiring Costs by 50%!"
     - **Description**: "Tired of high recruitment expenses? Discover REMOTELY—affordable access to expert talent without the overhead. Get started today!"
3. **Ad Group: Fast and Reliable Service**
   - Keywords: "urgent project help", "fast virtual hiring", "quick access to experts"
   - **Ad Copy**:
     - **Title**: "Need Help Now? Hire Virtual Experts!"
     - **Description**: "Meet tight deadlines with our vetted virtual professionals. Get quality work, fast! Explore our services today."

Budget Allocation:

- **Total Budget**: $500
- **Daily Budget**: Approximately $16.67
- **Allocation**:
  - **Search Ads**: 60% ($300)
  - **Display Ads**: 40% ($200)

Performance Metrics:

1. **Click-Through Rate (CTR)**: Measure engagement with ads.
2. **Cost Per Click (CPC)**: Monitor spending efficiency.
3. **Conversion Rate**: Track the number of leads generated from clicks.
4. **Impressions**: Evaluate reach and brand visibility.

Conclusion:

This Google Ads campaign for REMOTELY focuses on addressing specific pain points and promoting the unique value proposition of flexible, cost-effective hiring of virtual experts in the Arabic-speaking markets of Saudi Arabia, UAE, and Egypt. By strategically targeting

relevant keywords and crafting compelling ad copy, REMOTELY can build brand awareness, generate leads, and ultimately attract new clients within the allocated budget of $500.