

Final submission phase
Project documentation and demonstration

Team id	NM2023TMID06136
Project name	Creation of google ads campaign

Creating documentation and a demonstration for a Google Ad campaign involves outlining the strategy, goals, targeting, ad creatives, and measuring success. Below is a comprehensive guide:

Documentation for Google Ad Campaign:

1. Campaign Overview:

Objective:

- State the primary goal (e.g., brand awareness, lead generation, sales).
- Define key performance indicators (KPIs) for success.

2. Target Audience:

Demographics:

- Define the target audience's age, gender, location, and interests.
- Identify any specific customer segments.

3. Ad Types:

- Specify the ad formats to be used (text ads, display ads, video ads).
- Provide details about each ad type and its purpose.

4. Budget and Bidding:

- Set a daily/weekly budget.
- Choose a bidding strategy (e.g., CPC, CPM, CPA).

5. Keywords:

- Identify relevant keywords for your business.
- Utilize keyword match types (broad, phrase, exact).

6. Ad Creative:

- Develop compelling headlines and descriptions.
- Include relevant keywords in ad copy.
- Utilize ad extensions (site links, callouts, etc.).

7. Landing Pages:

- Specify the landing pages corresponding to each ad.
- Ensure landing pages are optimized for conversions.

8. Tracking and Analytics:

- Implement Google Analytics for tracking.
- Set up conversion tracking for key actions (e.g., form submissions, purchases).

9. Ad Schedule:

- Define the days and times your ads will run.
- Consider time zones and peak activity periods.

10. Geographic Targeting:

- Specify the regions or countries to target.
- Consider excluding irrelevant locations.

11. Remarketing:

- Plan for remarketing campaigns.
- Define audience criteria for remarketing.

12. Ad Testing:

- Implement A/B testing for different ad creatives.
- Monitor performance and iterate based on results.

13. Ad Compliance:

- Ensure ads comply with Google's advertising policies.
- Check for any disapproved ads and rectify.

Demonstration:

1. Campaign Setup:

- Walkthrough the process of setting up a new campaign.
- Emphasize the importance of choosing the right campaign type.

2. Audience Targeting:

- Demonstrate how to set demographics and audience targeting.
- Show the use of custom audiences.

3. Ad Creation:

- Showcase the creation of ad copies and visuals.
- Explain the relevance of keywords in ad creation.

4. Budgeting and Bidding:

- Guide through budget allocation and bidding strategy selection.
- Emphasize the bid adjustments for better targeting.

5. Keyword Selection:

- Illustrate the process of keyword research.
- Show how to add and manage keywords in the campaign.

6. Ad Extensions:

- Showcase the utilization of ad extensions.
- Explain how they enhance ad visibility.

7. Tracking Setup:

- Demonstrate the integration of Google Analytics.
- Guide through setting up conversion tracking.

8. Ad Schedule and Geographic Targeting:

- Walkthrough scheduling ads for specific times.
- Demonstrate geographic targeting options.

9. Remarketing Setup:

- Illustrate how to set up a remarketing campaign.
- Explain audience creation for remarketing.

Additional Tips:

- Use visuals, screenshots, and step-by-step guides in the documentation.
- Encourage Q&A sessions during the demonstration.
- Provide resources for ongoing learning and support.