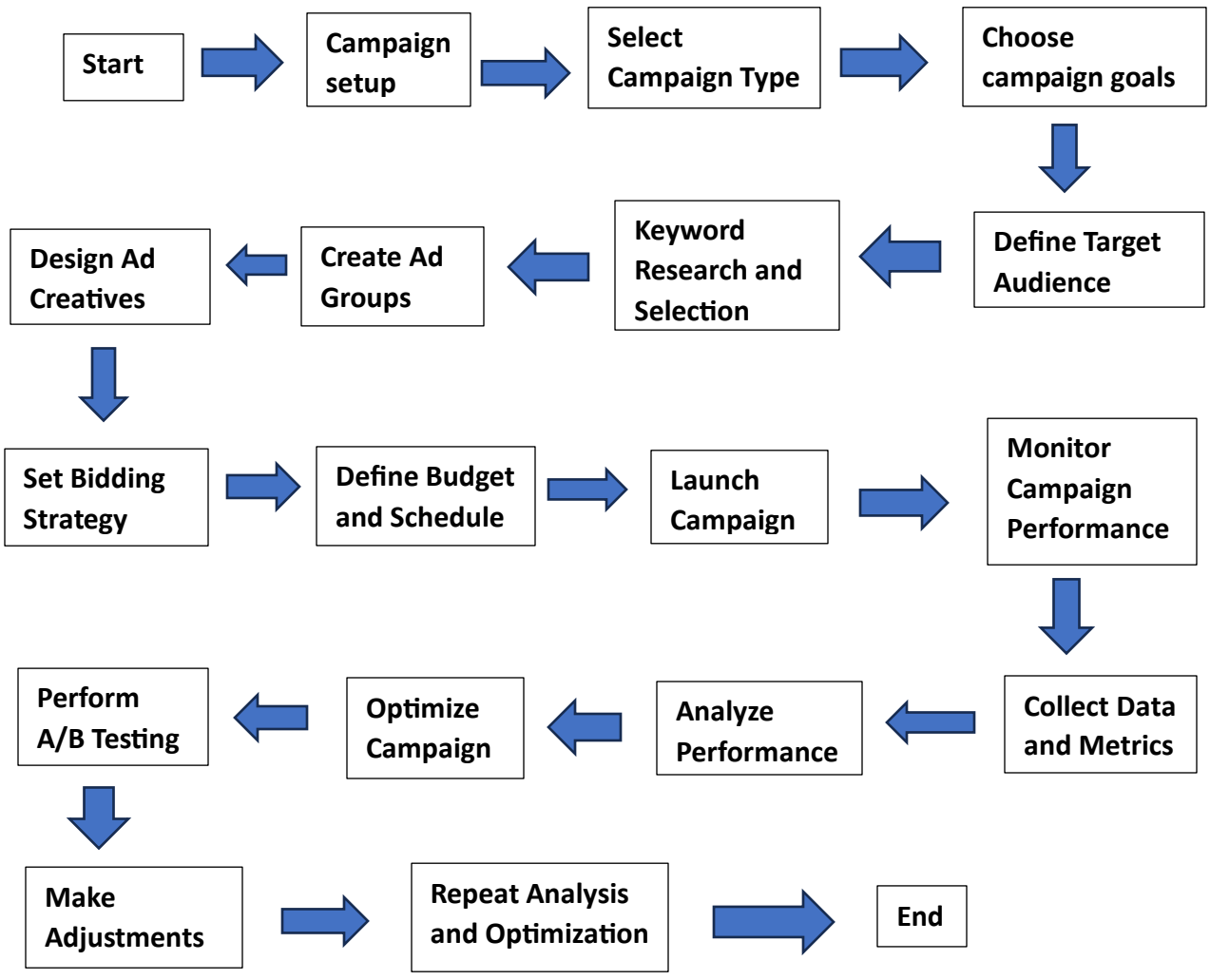
Project Design Phase – 2

Flowchart of Architecture

Team id	NM2023TMID06136
Project Name	Creation of Google Ads Campaign

Creating a flowchart for a Google Ads campaign can help you visualize the process from campaign setup to monitoring and optimization. Here's a simplified flowchart outlining the key steps in managing a Google Ads campaign:



Campaign Setup: This is where you begin by setting up a new Google Ads campaign.

Select Campaign Type: Choose the type of campaign that aligns with your goals, such as Search, Display, Video, or Shopping.

Choose Campaign Goals: Define the objectives you want to achieve with your campaign, like website traffic, lead generation, or sales.

Define Target Audience: Identify and segment your target audience based on demographics, interests, and behaviors.

Keyword Research and Selection: Conduct research to find relevant and high-converting keywords to target in your campaign.

Create Ad Groups: Organize your keywords into ad groups to ensure relevant ad copy and landing pages.

Design Ad Creatives: Create compelling ad creatives that align with your campaign goals.

Set Bidding Strategy: Determine your bidding strategy, which could be manual bidding, automated bidding, or other strategies.

Define Budget and Schedule: Set your daily or campaign budget and define the campaign schedule.

Launch Campaign: Activate your campaign to start running your ads.

Monitor Campaign Performance: Continuously keep an eye on how your campaign is performing.

Collect Data and Metrics: Gather data on various campaign metrics such as CTR, conversions, and ROI.

Analyze Performance: Evaluate the campaign's performance to identify areas for improvement.

Optimize Campaign: Make changes to the campaign based on your analysis to improve its effectiveness.

Perform A/B Testing: Test different ad variations, landing pages, or other elements to identify what works best.

Make Adjustments: Adjust your campaign settings, ad copy, and keywords as needed for optimization.

Repeat Analysis and Optimization: Continuously analyze and optimize your campaign to improve its performance over time.

End (or Repeat for Additional Campaigns): Conclude the campaign if it has achieved its goals or iterate the process for additional campaigns.