Project Title: How to Create a Google Ads Compaign for your brand

Project Report Submitted by

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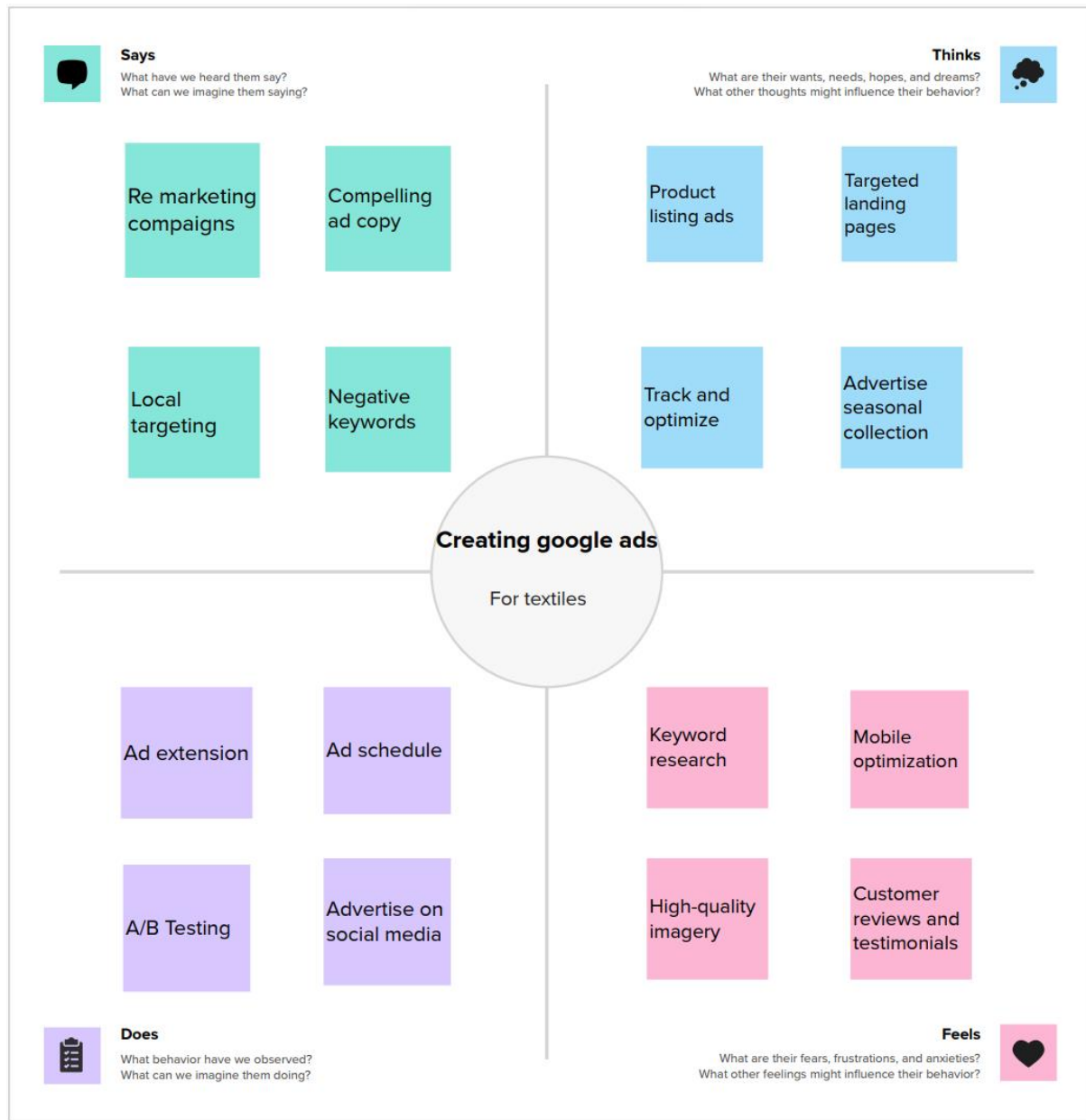
1.INTRODUCTION

1.1 OVERVIEW:

"In the digital age, establishing a strong online presence is paramount for brand success. Creating a Google Ads campaign offers a powerful means to achieve this goal. By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research, you can ensure your ads reach the right people at the right time. Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign's objectives. Regular monitoring and optimization of your campaign are essential to maximize ROI. A well-executed Google Ads campaign can significantly enhance brand visibility, attract quality traffic, and drive conversions, helping your brand thrive in the competitive online landscape."
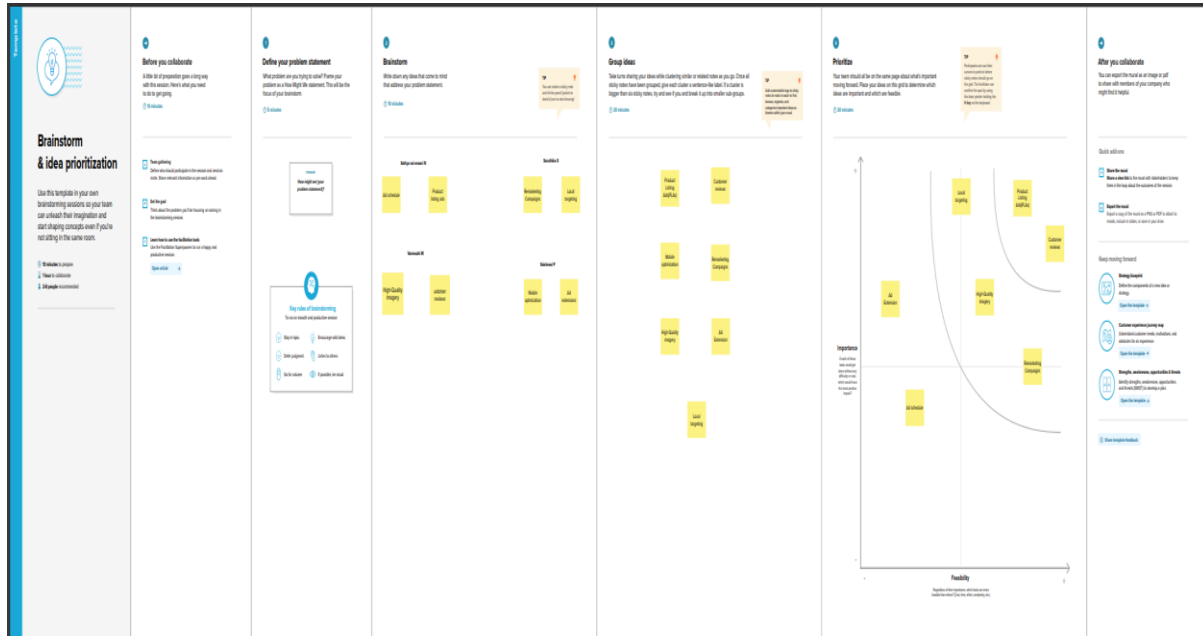
1.2 PURPOSE

- Drive Website Traffic: Google ads can help increase the visibility of your website by appearing at the top of search results, which can lead to more clicks and website visitors.

- Generate Leads: You can create ads with a focus on lead generation, such as encouraging users to sign up for newsletters, request quotes, or download resources.

- Sell Products: If you have an e-commerce store, Google Shopping ads can showcase your products in search results, allowing potential customers to make purchases directly.

- Promote Mobile Apps: Google ads can be used to increase app downloads or engagement for mobile apps through app install and app engagement campaigns.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

Says
What have we heard them say?
What can we imagine them saying?

Re marketing compaigns

Compelling ad copy

Local targeting

Negative keywords

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Product listing ads

Targeted landing pages

Track and optimize

Advertise seasonal collection

Creating google ads

For textiles

Ad extension

Ad schedule

A/B Testing

Advertise on social media

Keyword research

Mobile optimization

High-quality imagery

Customer reviews and testimonials

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

2.2 IDEATION AND BRAINSTORMING MAP

3.RESULT

4.ADVANTAGES & DISADVANTGES

ADVANTAGES:

- Precise Targeting: Google allows you to target your ads to specific demographics, locations, keywords, and even user behaviors, ensuring that your message reaches the right audience.

- Immediate Visibility: Google ads can appear at the top of search results, providing instant visibility to your business or products when someone searches for relevant keywords.

- Pay-Per-Click (PPC): You only pay when someone clicks on your ad, which means you're not charged for ad impressions. This makes it cost-effective, especially when you're on a tight budget.

DISADVANTAGES:

- Costs Can Add Up: Click costs can become expensive, particularly for highly competitive keywords. It's essential to manage your budget carefully.

- Complexity: The Google Ads platform can be complex for beginners. Setting up and optimizing campaigns requires time and expertise.

- Competition: In highly competitive industries, it can be challenging to stand out without substantial budgets.

5.APPLICATIONS

- E-commerce: Promote and sell products directly through Google Shopping ads, which showcase your products in search results with images, prices, and links to your online store.

- Lead Generation: Generate leads by directing users to sign up for newsletters, request quotes, or download resources like ebooks or whitepapers.

- Local Businesses: Increase foot traffic and awareness for local businesses by creating location-based ads that target users in specific geographic areas.

- App Promotion: Advertise mobile apps to drive installations and user engagement. Google Ads offers specific campaigns for mobile apps.

6.CONCLUSION

In conclusion, creating Google ads is a valuable and versatile tool for businesses and advertisers in the digital age. It offers a range of benefits, including precise targeting, immediate visibility, measurable results, and the ability to control your budget. However, it also comes with challenges, such as costs, competition, and the need for continuous monitoring and optimization.

Despite these challenges, Google Ads remains a powerful platform for promoting products, services, and brands to a vast online audience. Success in Google Ads requires a strategic approach, data-driven decision-making, and the flexibility to adapt to changing trends and algorithms. When used effectively, Google Ads can help businesses achieve their marketing goals, increase visibility, and drive conversions in an ever-evolving online landscape.

VIDEO DEMONSTRATION:

https://drive.google.com/file/d/1-WdlHNyL7rcwwXgr7l5eZt-YZtB_JGTi/view?usp=drivesdk