# **Brainstorm & Idea Prioritization Template**

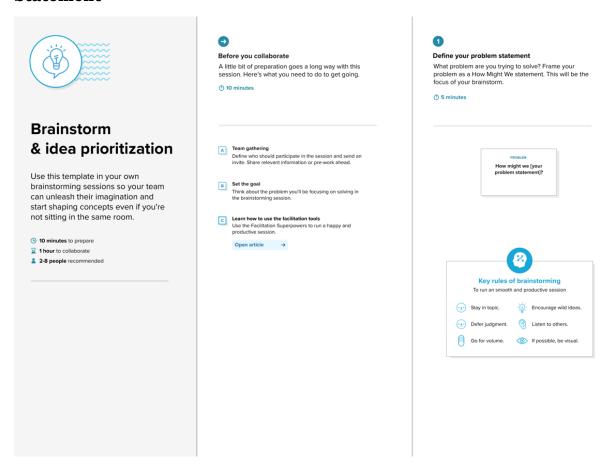
Date	29th October 2023
NM ID	10EA79BA4AE54CFB5BE481B49078887
Project Name	How to Create a Google Ads Campaign for
	your brand

## **Brainstorm & Idea Prioritization Template:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich number of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you are not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



### Step-2: Brainstorm, Idea Listing and Grouping

#### Team Member 1

Google Ads accommodates both small and large budgets. Advertisers can choose how much they want to spend daily or monthly, and there is no minimum spending requirement. Google Ads provides comprehensive data and analytics that allow you to track the performance of your ads. You can see which keywords, ads, and campaigns are most effective, enabling you to optimize your strategy and maximize return on investment (ROII).

#### Team Member 2

Ad extensions allow you to include additional information in your ads, such as phone numbers, site links, location details, and more. These extensions can make your ads more informative and compelling.

You can use Google Ads to target users who have previously visited your website but didn't convert. Remarketing campaigns can help re-engage these potential customers.

#### Team Member 3

Advertisers can make real-time adjustments to their campaigns. You can pause, modify, or increase your ad spend based on performance data and changes in your business goals. Google Ads can generate immediate results. Once your campaigns are set up, your ads can start appearing in search results and on websites within minutes, driving traffic to your website or landing pages.

#### **Team Member 4**

With PPC advertising, you only pay when someone clicks on your ad, making it a cost-effective advertising model. Advertisers have control over their budgets and can set daily spending limits. Google Ads allows advertisers to target their ads with remarkable precision. You can choose specific keywords, locations, languages, and demographics to ensure your ads reach the right audience.

## Step-2: Grouping

# GROUPING

Google Ads accommodates both small and large budgets. Advertisers can choose how much they want to spend daily or monthly, and there is no minimum spending requirement.

Advertisers can make real-time adjustments to their campaigns. You can pause, modify, or increase your ad spend based on performance data and changes in your business goals.

Google Ads provides comprehensive data and analytics that allow you to track the performance of your ads. You can see which keywords, ads, and campaigns are most effective, enabling you to optimize your strategy and maximize return on investment (ROI).

Google Ads can generate immediate results. Once your campaigns are set up, your ads can start appearing in search results and on websites within minutes, driving traffic to your website or landing pages. Ad extensions allow you to include additional information in your ads, such as phone numbers, site links, location details, and more. These extensions can make your ads more informative and compelling.

With PPC advertising, you only pay when someone clicks on your ad, making it a cost-effective advertising model.

Advertisers have control over their budgets and can set daily spending limits.

You can use Google
Ads to target users
who have previously
visited your website
but didn't convert.
Remarketing
campaigns can help
re-engage these
potential customers.

Google Ads allows advertisers to target their ads with remarkable precision. You can choose specific keywords, locations, languages, and demographics to ensure your ads reach the right audience.

Step-3: Idea Prioritization

