

PROJECT REPORT

DIGITAL MARKETING - NAAN MUDHALVAN

CREATING AN GOOGLE ADVERTISEMENT

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in partial fulfilment for the award of the degree of

BACHELOR OF ENGINEERING

IN

ELECTRONICS AND COMMUNICATION ENGINEERING

DEPARTMENT OF ELECTRONICS ENGINEERING

MADRAS INSTITUTE OF TECHNOLOGY

ANNA UNIVERSITY: CHENNAI 600 044

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INTRODUCTION

OVERVIEW:

Google Ads is an online advertising platform developed by Google that allows businesses and advertisers to create and manage online ads to reach a wide audience. It's one of the most popular and effective methods for businesses to promote their products or services on the internet. Google Ads offers a variety of ad formats, including text ads, display ads, video ads, and app ads. These ads can appear on Google's search results pages, websites in the Google Display Network, YouTube, and within mobile apps.

PURPOSE:

Google Ads serves as a versatile and powerful tool for businesses and advertisers to reach their target audience, generate leads, increase sales, and achieve various marketing goals while providing the flexibility to adapt and optimize their campaigns. Some of it are

- Advertising
- Online Visibility
- Targeted Marketing
- Brand Awareness
- Ad Testing and Optimization

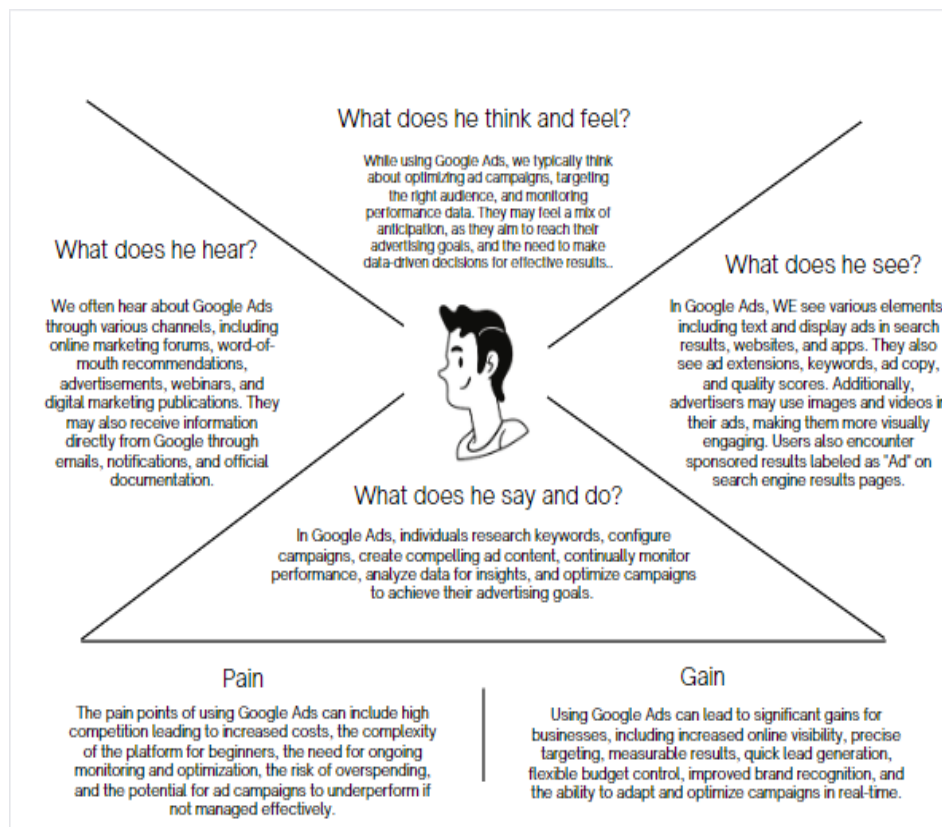
PROBLEM DEFINITION AND DESIGN THINKING

Creating Google Ads involves several steps. Here's a brief overview:

Set Up a Google Ads Account - Choose Campaign Goals - Campaign Type - Target Audience - Set a Budget - Create Ad Groups - Choose Ad Extensions and it goes on with few more of steps . Finally the google will review our ads and the process will end . Depending on our results, we can scale up successful campaigns or refine those that underperform.


Creating and managing Google Ads campaigns can be an ongoing process, involving constant optimization and adjustments to improve their effectiveness and achieve your advertising objectives.

EMPATHY MAP:






IDEATION AND BRAINSTROM MAP:


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




Brainstorm & idea prioritization

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

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended

 **Before you collaborate**


A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) 


1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.







 5 minutes

PROBLEM

How might we [your problem statement]?

**Key rules of brainstorming**

To run an smooth and productive session

 Stay in topic.	 Encourage wild ideas.
 Defer judgment.	 Listen to others.
 Go for volume.	 If possible, be visual.

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 (ROI).

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

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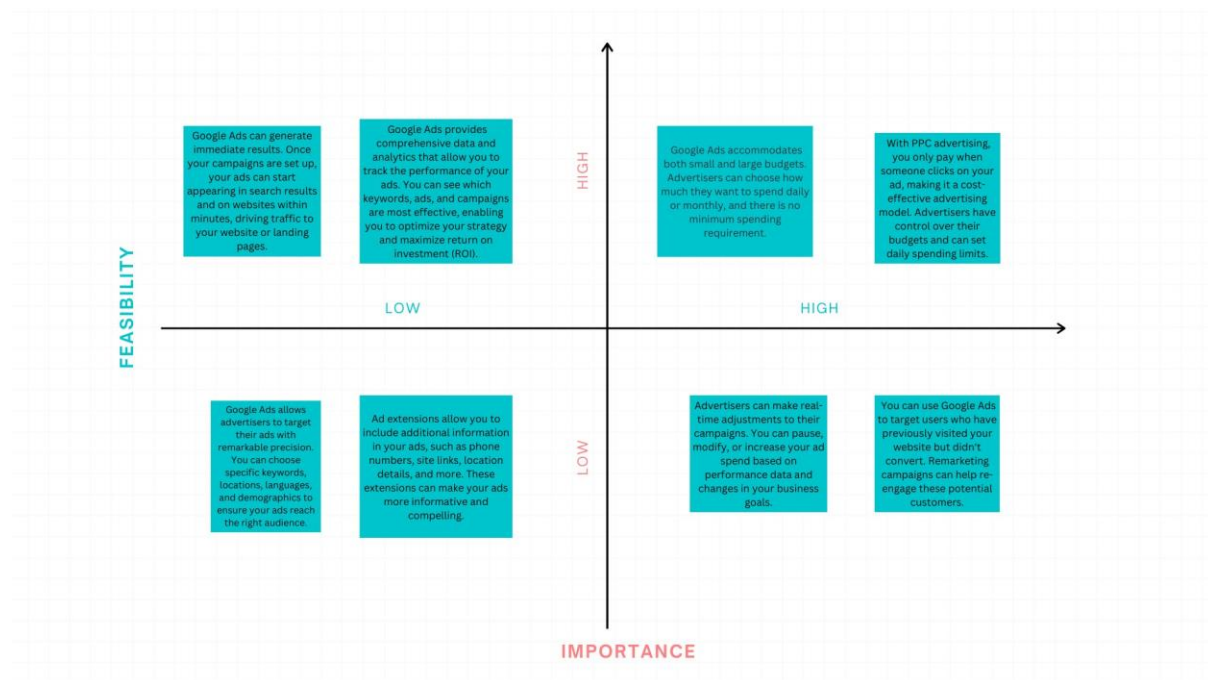
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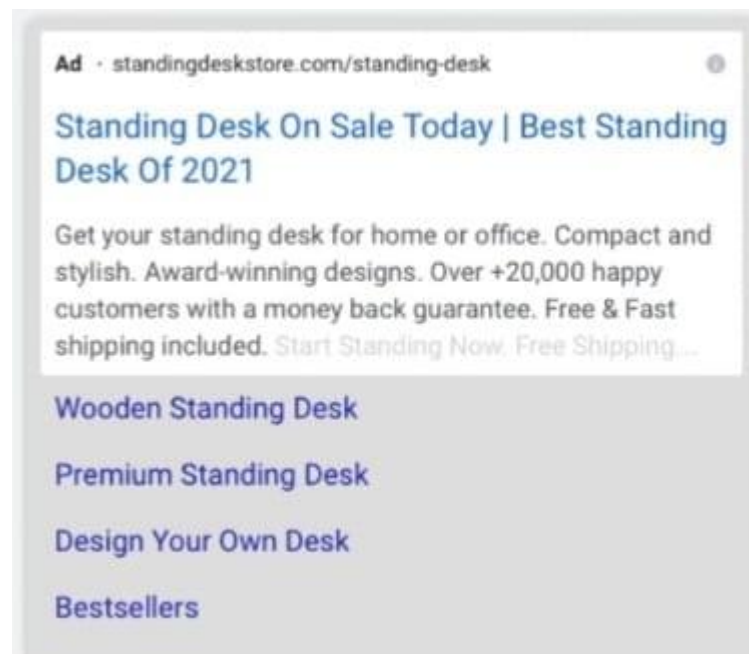
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Step-3: Idea Prioritization



RESULT



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ADVANTAGES AND DISADVANTAGES

ADVANTAGES OF GOOGLE ADS

Highly Targeted Advertising: Google Ads allows you to reach a specific audience with precision, ensuring your ads are seen by users interested in your products or services.

Cost-Effective: With a pay-per-click (PPC) model, you only pay when someone clicks on your ad, making it a budget-friendly advertising option.

Instant Visibility: Google Ads can quickly put your business at the top of search results, providing immediate online exposure to potential customers.

Detailed Performance Tracking: You can monitor ad performance in real-time, enabling data-driven decision-making and optimization of your campaigns.

Flexible Budgeting: Google Ads accommodates a wide range of budgets, allowing businesses of all sizes to participate in online advertising and adjust spending as needed.

DISADVANTAGES OF EMAIL CAMPAIGN

Costly Competition: The competitiveness of Google Ads can drive up bid prices, making it expensive for some businesses, especially in highly competitive industries.

Ad Click Fraud: Click fraud, where competitors or malicious users click on your ads to deplete your budget without genuine interest, can be a concern.

Complexity: The platform can be complex and overwhelming for beginners, requiring a learning curve to effectively manage campaigns.

Ad Blocking: Many users employ ad blockers, reducing the reach of Google Ads and potentially impacting the return on investment.

Ad Blindness: Some users have developed "ad blindness" and tend to ignore or skip over ads, reducing their overall effectiveness in certain contexts.

APPLICATIONS

Google Ads has a wide range of applications for businesses and advertisers. It can be used to increase website traffic, generate leads, boost sales, and raise brand awareness. Advertisers can target specific demographics, locations, and interests, ensuring their messages reach a relevant audience. It's also valuable for promoting mobile apps and driving app downloads. Google Ads is particularly effective for e-commerce, as it allows product listings and shopping campaigns. Additionally, it's a powerful tool for local businesses to attract nearby customers through location-based targeting. The platform's versatility and precise targeting options make it suitable for a variety of marketing goals and industries.

CONCLUSION

In conclusion, the process of creating a Google Ad is a multifaceted yet accessible journey for businesses and advertisers seeking to harness the power of online marketing. From setting clear campaign objectives and defining a target audience to crafting compelling ad copy and optimizing campaigns, every step contributes to the success of your advertising efforts.