

Define the Problem Statements

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

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Startup tech company	Create brand awareness and acquire new users for its mobile app quickly.	The cost for advertising is very high in most of the available platforms.	The high advertisement cost depends on various factors such as competition, ad placement, ad quality etc.	Google ads give a way to use digital advertising to achieve these goals within their budget constraints.
PS-2	Local restaurant	Maintain consistent foot traffic, especially during weekdays	The cost for advertising is very high in most of the available platforms.	The high advertisement cost depends on various factors such as competition, ad placement, ad quality etc.	They want to use google ads to increase weekday lunch and dinner reservations and promote special offers effectively.
PS-3	Nonprofit organization	Looking to raise funds for a specific cause.	The cost for advertising is very high in most of the available platforms.	The high advertisement cost depends on various factors such as competition, ad placement, ad quality etc.	They need a strategy to use digital advertising to target potential donors and maximize their donations to support their mission.