

Proposed Solution

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

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	To provide digital marketing services at a nominal price
2.	Idea / Solution description	Google Ads is a popular choice for businesses of all sizes looking to increase their online presence, drive traffic, and achieve their marketing goals. However, it is important to manage Google Ads campaigns effectively to get the most out of the platform.
3.	Novelty / Uniqueness	Google adds has a much wider reach, provides a highly flexible budget, and also provides ad extensions.
4.	Social Impact / Customer Satisfaction	Google Ads provides customer satisfaction through its ability to deliver highly relevant and targeted advertising to users. By displaying ads that match a user's search intent or interests, Google Ads enhances the user's online experience. This relevance ensures that users are more likely to click on ads that genuinely interest them, leading to a positive user experience. Additionally, Google Ads' measurable and data-driven approach allows advertisers to continuously optimize their campaigns, ensuring that their messaging and offerings align with user preferences. This results in more satisfied customers, as they encounter ads that resonate with their needs and preferences, ultimately fostering a positive brand-consumer relationship.
5.	Business Model (Revenue Model)	The business model of Google Ads is built on a pay-per-click (PPC) advertising system. Advertisers bid on keywords, and their ads are displayed in Google search results and on various websites and platforms within the Google Display Network. Advertisers are charged only when users click on their ads, making it a cost-effective and performance-driven advertising model. Google generates substantial revenue from these ad clicks, while advertisers benefit from targeted exposure to potential customers. Advertisers set their budgets, allowing for flexibility in spending.

		Google Ads also offers additional features, like ad extensions and targeting options, which can be used to optimize campaigns and enhance the effectiveness of advertising efforts, contributing to Google's profitability.
6.	Scalability of the Solution	Google Ads offers remarkable scalability, allowing businesses to expand their advertising efforts as needed. Advertisers can increase or decrease their budgets, target new keywords, or expand to new geographic regions effortlessly. With the ability to reach a global audience and tap into Google's vast network, businesses can grow their reach and visibility, making Google Ads a versatile tool for companies of all sizes. This scalability is complemented by the platform's real-time data and analytics, enabling advertisers to fine-tune their campaigns and ensure they align with their evolving business objectives, making it a dynamic solution for businesses seeking to grow and adapt in the digital marketplace.