Empathize & Discover

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Project Name	How to Create a Google Ads Campaign for your brand

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

What does he think and feel?

While using Google Ads, we typically think about optimizing ad campaigns, targeting the right audience, and monitoring performance data. They may feel a mix of anticipation, as they aim to reach their advertising goals, and the need to make data-driven decisions for effective results..

What does he hear?

We often hear about Google Ads through various channels, including online marketing forums, word-of-mouth recommendations, advertisements, webinars, and digital marketing publications. They may also receive information directly from Google through emails, notifications, and official documentation.

What does he see?

In Google Ads, WE see various elements, including text and display ads in search results, websites, and apps. They also see ad extensions, keywords, ad copy, and quality scores. Additionally, advertisers may use images and videos in their ads, making them more visually engaging. Users also encounter sponsored results labeled as "Ad" on search engine results pages.

What does he say and do?

In Google Ads, individuals research keywords, configure campaigns, create compelling ad content, continually monitor performance, analyze data for insights, and optimize campaigns to achieve their advertising goals.

Pain

The pain points of using Google Ads can include high competition leading to increased costs, the complexity of the platform for beginners, the need for ongoing monitoring and optimization, the risk of overspending, and the potential for ad campaigns to underperform if not managed effectively.

Gain

Using Google Ads can lead to significant gains for businesses, including increased online visibility, precise targeting, measurable results, quick lead generation, flexible budget control, improved brand recognition, and the ability to adapt and optimize campaigns in real-time.