

Brainstorm & Idea Prioritization Template


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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



Brainstorm & idea prioritization

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🕒 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.

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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 a 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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Step-3: Idea Prioritization

