**Define the Problem Statements**

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

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| **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. |