

Quora Ads Campaign Plan – HubSpot

Budget: ₹30,000 | Duration: 15 Days

1. Competitor research:

- i) Salesforce
- ii) Zoho CRM
- iii) Freshsales

2. Unique Selling Points (USPs):

- i) All-in-one CRM platform combining marketing, sales, service, and operations tools.
- ii) Free CRM with easy scalability as business needs grow.
- iii) User-friendly interface requiring minimal technical expertise.
- iv) Powerful automation, analytics, and reporting for better customer insights.
- v) Seamless integrations with popular business tools and apps.

3. Campaign Setup:

A. Selected Objective:

Create your campaign

Campaign name *

Objective

Traffic
Drive visitors to your website.

Conversions
Motivate users to take an action such as a purchase or signup.

Video views
Optimize your campaign to maximize video views.

Awareness
Increase public visibility of your brand on Quora.

Lead generation
Collect prospect information with a form fill.

App installs
Drive downloads of your mobile app.

B. Budget Setup:

Set your budget & schedule

Set a maximum daily budget to limit daily spending. The actual amount will vary but will not exceed the amount you select. Add a lifetime budget to limit the total spend of your campaign. Set both a daily maximum and a lifetime budget to ensure the most consistent results. See the [Budget Setting Best Practices](#) for more information.

Daily maximum budget ⓘ

Add a lifetime budget (optional)

Schedule

Begin advertising immediately
 Set a start and (optional) end date

Start * Pacific Time **End (optional)** Pacific Time

12/27/2025	7:00 AM	01/10/2026	7:00 AM
------------	---------	------------	---------

C. Audience Targeting:

Targeting

Use saved ad set

Included locations

Bulk add

+ Choose excluded locations

Gender

All genders

Choose specific genders

Contextual
Target specific topics, keywords, or questions where your ad will appear.

Audience
Show ads to audiences that match web traffic, lookalikes, or contact lists.

Behavioral
Target users based on their interests or retarget them based on their Quora search history.

Broad
Show ads widely across Quora to maximize potential impressions.

Topics
Show ads relevant to specific Quora topics.

Keywords
Show ads near questions containing or excluding keywords.

Questions
Show ads near specific questions.

Targeted keywords *

best CRM for small business" X "CRM comparison" X "HubSpot vs Zoho" X
"how to choose a CRM" X "CRM pricing India" X

+ Exclude keywords

Keyword = broad match, "Keyword" = phrase match. [Learn more](#).

Contextual
Target specific topics, keywords, or questions where your ad will appear.

Audience
Show ads to audiences that match web traffic, lookalikes, or contact lists.

Behavioral
Target users based on their interests or retarget them based on their Quora search history.

Broad
Show ads widely across Quora to maximize potential impressions.

Topics
Show ads relevant to specific Quora topics.

Keywords
Show ads near questions containing or excluding keywords.

Questions
Show ads near specific questions.

Targeted topics *

Bulk add

Customer Relationship Management (CRM) X
Customer Relationship Management Software X CRM Online X
CRM Company X CRM Software Companies X CRM and Software X
CRM Tech X Type to search

Suggestions

+ CRM Software Solution + CRM Software Company
+ CRM Software Provider + CRM Services + CRM Enterprises
+ CRM Manager + CRM Development + CRM Apps
+ Cloud CRM Software + Customer Relationship Management (CRM) Market

Contextual
Target specific topics, keywords, or questions where your ad will appear.

Audience
Show ads to audiences that match web traffic, lookalikes, or contact lists.

Behavioral
Target users based on their interests or retarget them based on their Quora search history.

Broad
Show ads widely across Quora to maximize potential impressions.

Topics
Show ads relevant to specific Quora topics.

Keywords
Show ads near questions containing or excluding keywords.

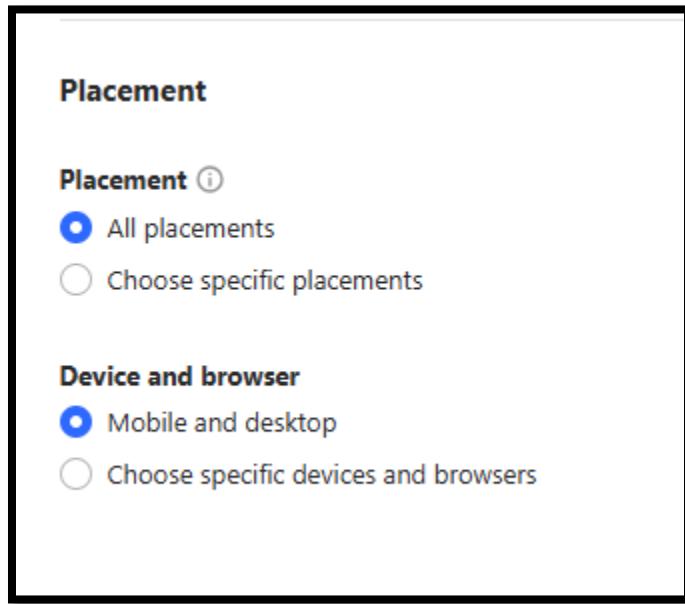
Questions
Show ads near specific questions.

Targeted questions *

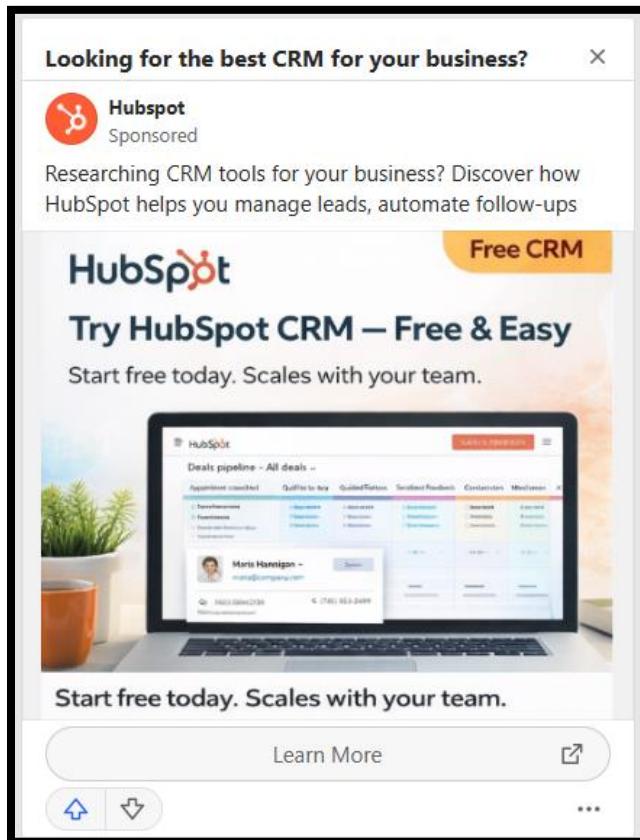
Bulk add

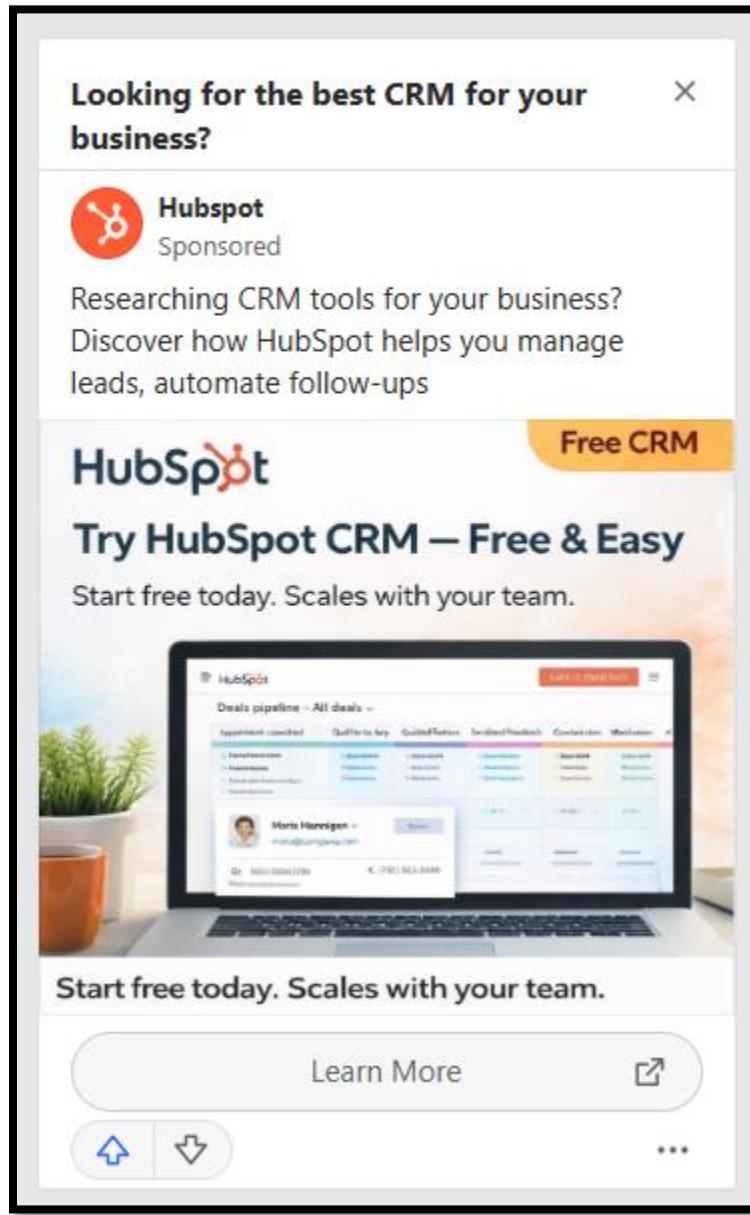
- What is the best CRM for a startup/business? ×
- What CRM software is best for a small startup? ×
- What are the best CRM systems for small businesses? ×
- What are some of the best shared contact managers (not Crm) for small businesses? ×
- What's the best affordable CRM for small business owners who don't have a tech team in 2025? ×
- What is the most popular CRM software? How do I choose a CRM? ×
- Which is the best CRM for small businesses or startups? ×
- How do I choose the best CRM for a small business? ×
- What are the benefits that Microsoft Dynamics 365 has? ×
- What is the best, super simple, CRM solution out there for small businesses? ×
- What is the best free CRM for a small startup company? ×
- Which CRM software is the best for small businesses? ×
- What features are needed for the best CRM for a small business? ×
- What is the best and most user-friendly CRM platform or software to use for small businesses? ×
- Which CRM is best for small businesses? How do you choose a CRM for your business? ×
- Which is better for marketing automation, Zoho or HubSpot? ×
- What is the best CRM for small businesses that don't want to pay monthly? ×
- What sets Salesforce apart from other CRMs? In your opinion, what is the best CRM for small businesses, aside from Salesforce? ×
- What is the best free CRM for a small business? ×
- What is the best CRM software for a small business with a mobile salesforce? ×
- What CRM should I choose? ×

D. Placement:



E. Ad preview:





F. Estimated campaign results:

Not Available

