# Creating a Google Ads Campaign

I’m proposing a Google Ads campaign for musclemechanic.me. I will be focusing on the campaign on Search Ads. The goal of this campaign will be to drive local traffic to the site and generate more bookings for appointments. I will create a single campaign for this called “Local Booking”; and include 3 ad groups in that campaign. The first ad group will focus on work-from-home employees and include the phrase match keyword phrases: “tech neck massage”, “RSI massage” and “at-home massage”. The 2nd ad group will focus on retired people and include the broad match modifier “massage geriatric+ active+ senior+ in-home+ sciatica”. The final ad group will be a more general purpose ad group and include the phrase match keywords: “in-home massage Asheville”, “mobile massage” and “massage at-home”. As well as the broad match keyword: massage. I will also be using the negative match to exclude those who are searching for illicit in-home services by including the broad match keywords of: erotic and sexual.

All ads in the campaign will point to the homepage of musclemechanic.me; as it provides ample conversion opportunity for booking an appointment. Although, it should be considered that a page tailored to the groups of work-from-home and retired clients could be created with F.A.Q’s and photos tailored to the demographic.

## Ad Copy:

Group 1’s ad copy will contain:   
Headline 1: Tech Neck?

Headline 2: Muscle Mechanic In-Home Massage

Headline 3: Book Now!

Group 2’s ad copy will contain:   
Headline 1: Sciatic Issues?

Headline 2: Muscle Mechanic In-Home Massage

Headline 3: Book Now!

Group 1’s ad copy will contain:   
Headline 1: Feeling Tense?

Headline 2: Muscle Mechanic In-Home Massage

Headline 3: Book Now!

## Timing, Budget, and Monitoring

This campaign will be set to run for as a Spring 2023 campaign and will run until May 31st, 2023, and be set to run on an all-day schedule, since searchers could be looking for massage services at any time.

As the nature of this business is such that it has a local working radius of only 40 miles from Asheville, NC; location targeting will be set to include the following areas: Asheville, Arden, Woodfin, Weaverville, Candler, Canton, Hendersonville, Black Mountain, and Swannanoa NC. Although someone looking in advance of their traveling to the area will be excluded, it is thought that for this initial campaign keeping a local focus will help us fine tune the campaign in further iterations.

To monitor conversion, the final booking screen confirming a booking has been made on musclemehcanic.me will include the conversion script in the source code.

A daily budget for the campaign will be set at $10 average daily budget for each ad group, totaling $30/day avg. This combined total for all 3 groups is slightly above the average for only 1 group, but will allow flexibility and fine tuning moving forward without overspending on the initial campaign.

Finally, google analytics will be linked with google ads to monitor traffic coming in from the ad campaign to get a better understanding of how users interact with the site.

Using these techniques, we hope to meet our KPI of 15% more total bookings on the site by the end of the campaign.

Completed LinkedIn Training

Text

Description automatically generated

Completed HubSpot Course Assignments

Graphical user interface, application

Description automatically generated