

Campaign 1

S.M.A.R.T Goal - To get a CTR of 1.5% from adwords campaign in a time period of one month

CAMPAIGN SECTION -

Campaign type – Search

Goal - Leads

Ways to reach the goal – website visits

Campaign name – Lead-Search

Networks – Search and Display

Campaign start date – 01/03/2019

Campaign end date – 01/04/2019

Locations – Waterloo, Kitchener, Cambridge, Oakville (Ontario, Canada)

Language - English

Audience – (In-market audiences) – SEO & SEM Services, website design & development, CRM solutions

Audience targeting setting – Observation

Budget – 20 CAD (daily)

Bidding setting – CPC

Sitelink extensions

- Call extension – contact number
- Sitelink extensions – My work, what I do, book a free site audit

Ad group 1

Keywords

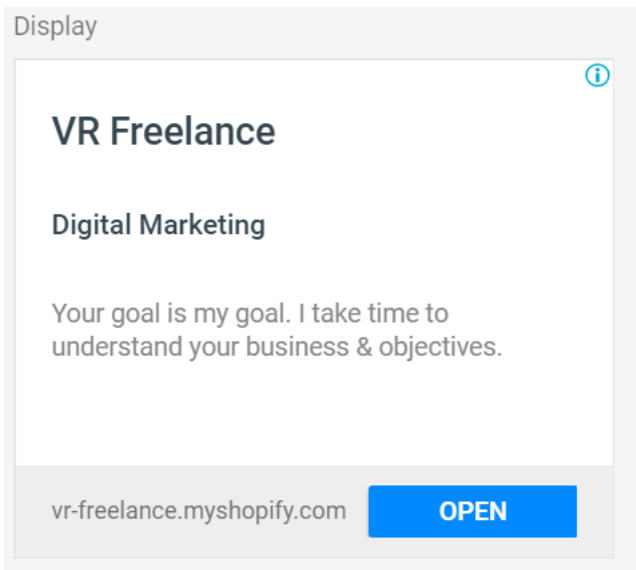
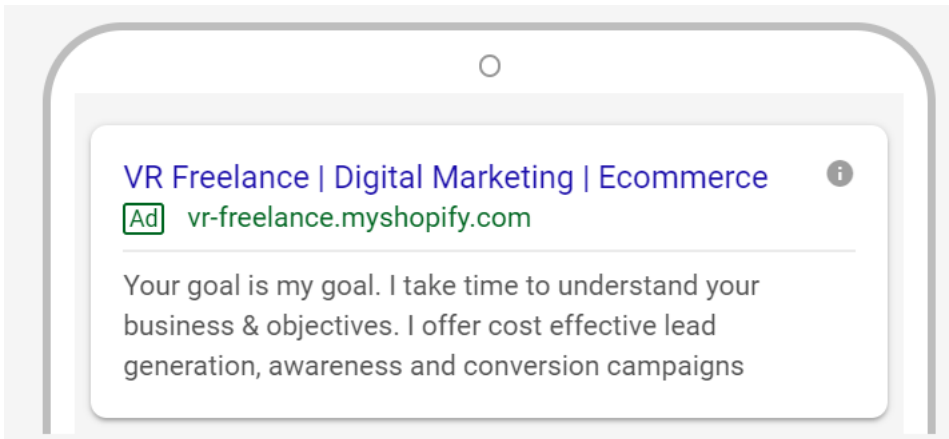
Keyword	Currency	Avg. monthly searches	Min search volume	Max search volume	Competition	Competition (indexed value)
social media marketing	INR	N/A	100	1,000	High	78
digital marketing	INR	N/A	100	1,000	Medium	67
digital marketing services	INR	N/A	10	100	High	95
online marketing	INR	N/A	10	100	High	83
digital marketing company	INR	N/A	10	100	High	100
online marketing agency	INR	N/A	10	100	High	86
online marketing companies	INR	N/A	10	100	High	100
digital marketing solutions	INR	N/A	10	100	High	100
internet marketing service	INR	N/A	10	100	High	100

top digital marketing agencies	INR	N/A	10	100	High	100
digital marketing agency services	INR	N/A	10	100	High	100
digital advertising companies	INR	N/A	10	100	High	86
digital marketing expert	INR	N/A	10	100	High	100

Ad 1

Link with UTM

https://vr-freelance.myshopify.com/pages/digital-marketing-services?utm_source=google&utm_medium=ads&utm_campaign=campaign1



Desktop

VR Freelance | Digital Marketing | Ecommerce

Ad vr-freelance.myshopify.com

Your goal is my goal. I take time to understand your business & objectives. I offer cost effective lead generation, awareness and conversion campaigns

Ad 2

Link with UTM - https://vr-freelance.myshopify.com/pages/shopify-services?utm_source=google&utm_medium=ads&utm_campaign=campaign1

Desktop

VR Freelance | Digital Marketing | Ecommerce

Ad vr-freelance.myshopify.com/services/shopify

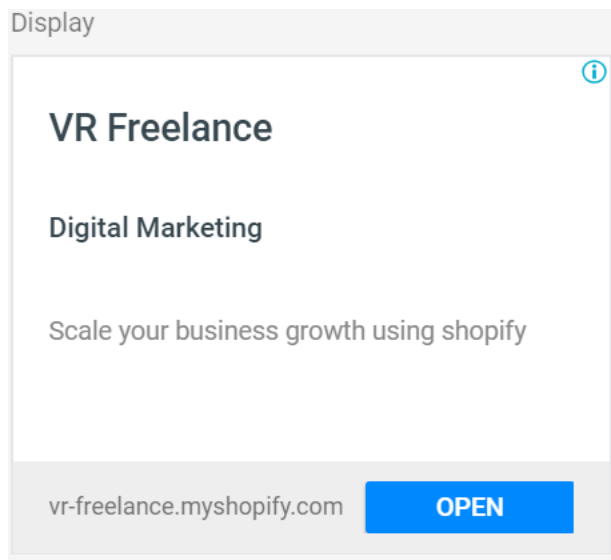
Scale your business growth using shopify. I can help your brand reach its true potential with the power of ecommerce

Mobile

VR Freelance | Digital Marketing | Ecommerce

Ad vr-freelance.myshopify.com/services/shopify

Scale your business growth using shopify. I can help your brand reach its true potential with the power of ecommerce



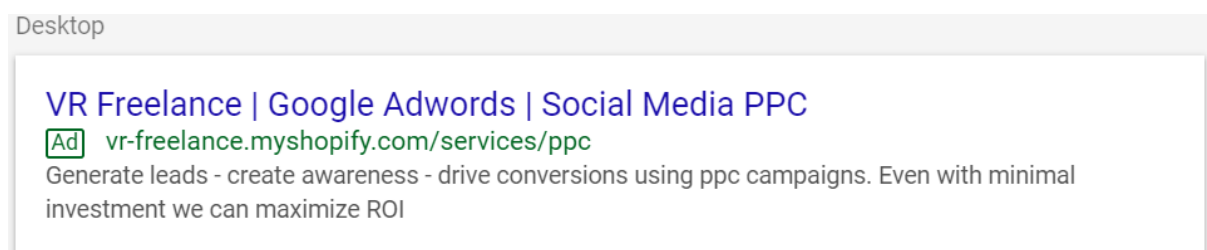
Ad group 2

Keywords

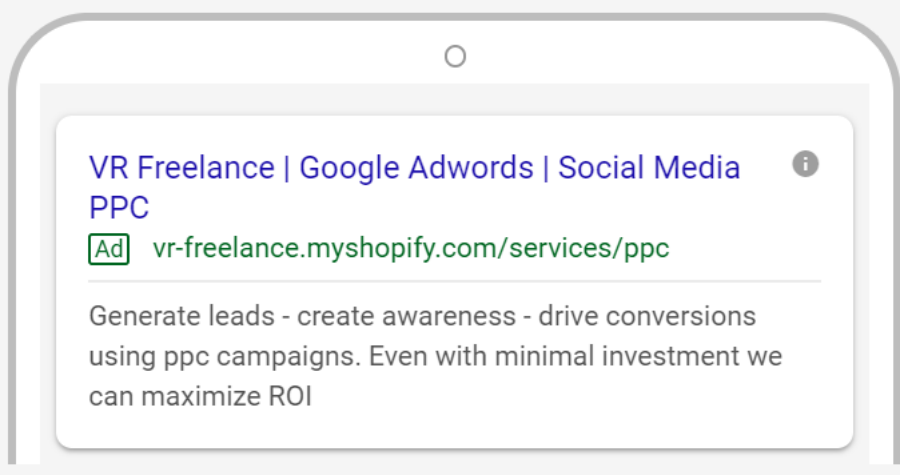
google adwords	INR	N/A	1,000	10,000	Low	31
adwords	INR	N/A	100	1,000	Medium	34
adwords campaign	INR	N/A	10	100	High	69
pay per click	INR	N/A	10	100	Medium	61
adwords help	INR	N/A	10	100	Low	0
what is google adwords	INR	N/A	10	100	Medium	48
adwords ppc	INR	N/A	10	100	Low	0

AD 1

Link with utm - https://vr-freelance.myshopify.com/pages/ppc-campaigns?utm_source=google&utm_medium=ads&utm_campaign=campaign2



Mobile



Display

