

## Individual Assignment - Google Ads Campaign

### Guidelines

#### Part – I – Search Campaign

| <b>Sr. No.</b> | <b>Content</b>            | <b>Task</b>  |
|----------------|---------------------------|--|
| 1              | Create Google Ads account | Create account in Google Ads MCC account and create the account of any company of your choice  |
| 2              | Selection of a Brand      | Each student has to create a new brand related to customized apparels for the promotion of any selected Product category   |
| 3              | Objective                 | Define and explain the objectives for the campaign   |
| 4              | Campaign Level settings   | Choose appropriate strategies for campaign level settings  |
| 5              | Advance Campaign settings | <ul style="list-style-type: none"><li>• Create appropriate conversion tracking</li><li>• Create affinity audience, in-market audience and remarketing list</li></ul> |
| 6              | Creating Ad Group         | Create atleast 2 ad groups for which ads will be created   |
| 7              | Keyword selection         | Show how you selected the keywords with analysis   |
| 8              | Creating Ads              | Create atleast one search ad for each of the ad groups selected  |
| 9              | Value added strategies    | Use appropriate extensions for various ads created and justify the logic for the same  |

#### Part – II – Display Campaign

| <b>Sr. No.</b> | <b>Content</b>          | <b>Task</b>  |
|----------------|-------------------------|--|
| 1              | Selection of a Brand    | Each student has to create a new brand related to customized apparels for the promotion of any selected Product category |
| 2              | Objective               | Each group need to select objective based on conversion goals and explain the same                                       |
| 3              | Campaign Level settings | Choose appropriate strategies for campaign level settings  |

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|   |  | Choose any of the automated bidding strategy and justify the same with detailed calculations (as discussed in class)  |
| 4 | Campaign Level Targeting                     | Use all the campaign level targeting setting in appropriate manner and justify the same   |
| 5 | Advance Campaign settings                    | <ul style="list-style-type: none"> <li>• Create appropriate conversion tracking</li> <li>• Create affinity audience, in-market audience and remarketing list</li> </ul> |
| 6 | Creating Ads group and Responsive Display Ad | Create ad group and at least two responsive display and explain the same  |
| 7 | Keyword selection                            | Show how you selected the keywords with analysis  |

Note:

- Take the screenshot of each step that you follow on Google Ads platform, include them in project and explain the same in detail (logic is must in explanation).
- The deadline for submission is 30/11/2022 till 6 pm. The penalty for late submission will be 10% of total marks on per day basis for each student.
- The submission will be in softcopy and to be submitted through moodle.
- If the project is found to be copied under plagiarism report, then respective student/s will loose the full marks for this assignment and will not get the second chance for submission.