



**SNS COLLEGE OF
TECHNOLOGY**
(An Autonomous Institution)
COIMBATORE- 641 035



Department of Computer Science and Engineering
19CSO404 – Fundamentals of Digital Marketing

CREATE YOUR FIRST AD CAMPAIGN

Google's Search Advertising Architecture:

Account							
Campaign: Hair Care				Campaign: Facial Care			
Group: Hair Fall		Group: Dandruff		Group: Acne		Group: Wrinkles	
Topic		Topic		Topic		Topic	
Keywords	Ad	Keywords	Ad	Keywords	Ad	Keywords	Ad
Keywords	Ad	Keywords	Ad	Keywords	Ad	Keywords	Ad
Keywords	Ad	Keywords	Ad	Keywords	Ad	Keywords	Ad
Keywords		Keywords		Keywords		Keywords	

- ▶ Google Ads is structured into three layer — account, campaign and group
- Account: Each advertiser would typically have one account, associated with a unique email address, password, and billing information. Advertisers use their account to login to Ads.
- Campaign: Advertisers would typically maintain separate

campaigns for each product or service category. It is also advisable to maintain separate campaigns for different regions because budgets are set at the campaign level. Settings such as ad scheduling, language and geo targeting (where the ads appear) are maintained at this level.

- Group: Each group is a collection of similar ads targeting a set of keywords.

Embarking on a maiden advertising campaign is akin to setting sail into uncharted waters. The anticipation, the uncertainty, and the thrill of the unknown are all elements that make this journey both challenging and exhilarating. In this article, we delve into the story of our first advertising campaign—a narrative that encapsulates the highs, lows, and invaluable lessons learned along the way.

Setting the Stage:

Before the campaign's inception, meticulous planning and strategy were essential. We identified our target audience, clarified our campaign objectives, and crafted a compelling message that reflected our brand identity. The groundwork laid the foundation for what would soon become a transformative experience.

The Campaign Unveiled:

Launching the campaign was a momentous occasion. From selecting the right platforms to crafting visually appealing and persuasive content, every detail mattered. The campaign's creative elements were a testament to the dedication of our team, bringing the brand to life in ways that resonated with our audience.

Challenges Faced:

No journey is without its challenges, and our first advertising campaign was no exception. Budget constraints, unforeseen technical issues, and the need for real-time adaptability tested our resilience. However, each hurdle became an opportunity for growth, pushing us to think creatively and problem-solve on the fly.

Measuring Success:

Defining and measuring success were critical components of our campaign. From tracking key performance indicators (KPIs) to analyzing user engagement, we gauged the impact of our efforts. The data-driven approach allowed us to understand what worked, what needed improvement, and where future opportunities lay.

Lessons Learned:

Reflecting on our maiden campaign, several key lessons emerged. Flexibility, adaptability, and a willingness to learn were paramount. Understanding the dynamic nature of the advertising landscape and the importance of aligning strategies with real-time insights became crucial takeaways.

The Human Element:

Behind every successful campaign are the people who make it happen. From the creative minds shaping the content to the strategists refining the approach, the human element played a pivotal role. Collaborative efforts, effective communication, and a shared commitment to the campaign's success underscored the significance of teamwork.