Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview

Campaign Approach

Description, Marketing Objective &

KPI

1. Approach Description

- *I have chosen the project 'Option 1: Help Udacity democratize education worldwide'*
- *In this project I will be setting up a search campaign using Google Adwords to try and bring more students from the **United Kingdom** to the landing page for the Udacity **App Monetization course** (https://in.udacity.com/course/app-monetization--ud518).*
- *I will run the ads for **5 days**. The **total campaign budget will be $75** with a **daily budget of $15. I intent to get at least 25 signups to the course.***
- *I will target people who are in the Interest and Desire state of their customer journeys.*
- *I will 2 Ad groups, 1 each for the potential candidates in the Interest and the Desire stages. For each of the ad groups, I will create 2 ads matching the stage of the customer journey.*
- *I will use the appropriate keywords including a mix of Generic terms, Brand terms, Related terms and Competitor terms.*

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

Ans: The 'big picture' objective is to help Udacity democratize education worldwide. Specifically, through my campaign, I intent to collect at least 25 signups from interested students in the United Kingdom to Udacity's App Monetization course by running the campaign for 5 days with a total budget of $75, and a daily budget of $15.

2. What primary KPI are you going to track in your campaign?

Ans: The primary KPI I will be tracking is the conversions, i.e: the number of signups to Udacity's App Monetization course

Ad Groups

Ads and Keywords

Ad Group #1: Ad #1

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

How to monetize your apps
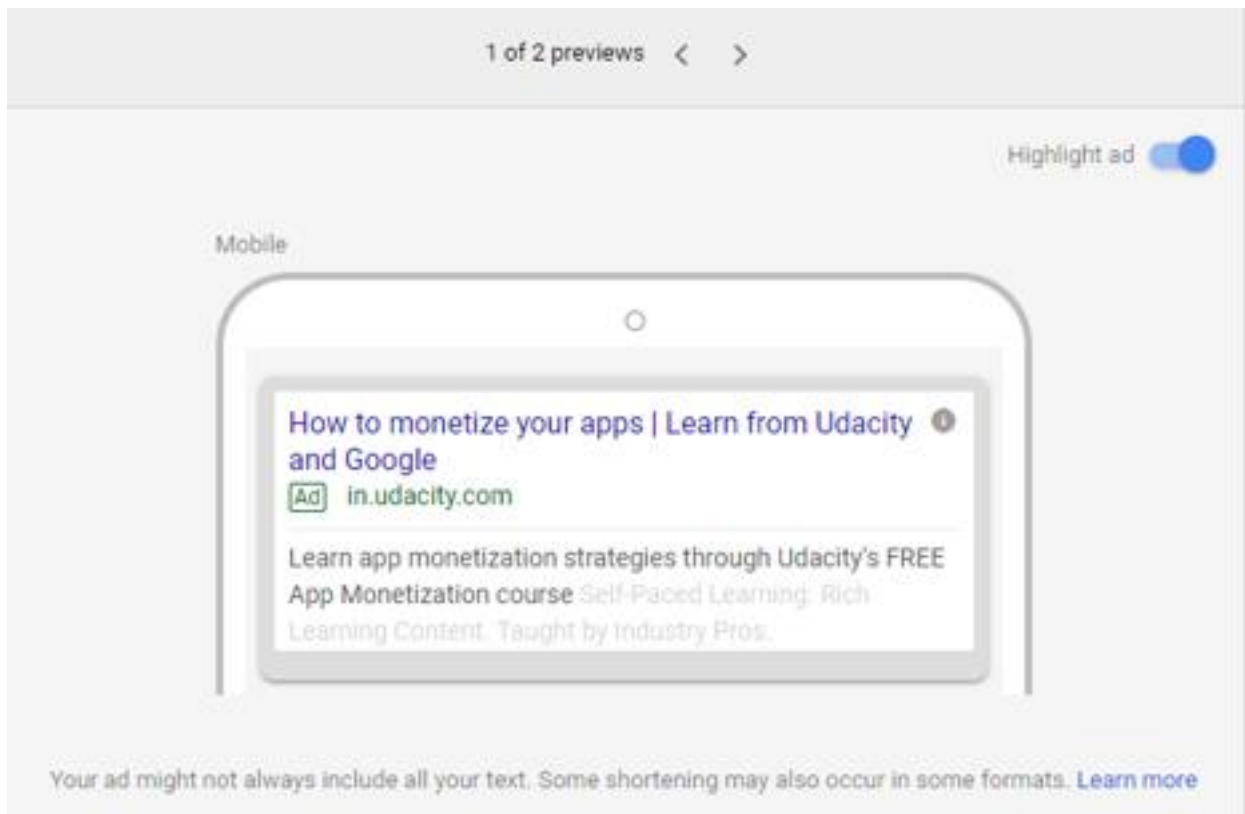
25 / 30

Headline 2

Learn from Udacity and Google

29 / 30

Display path ⑦
in.udacity.com / Path 1   / Path 2

0 / 15   0 / 15

Description

Learn app monetization strategies through Udacity's FREE App Monetization course

80 / 80

∨ Ad URL options

1 of 2 previews ‹ ›

Highlight ad 🔵

Mobile

How to monetize your apps | Learn from Udacity and Google ⓘ
[Ad] in.udacity.com

Learn app monetization strategies through Udacity's FREE App Monetization course Self-Paced Learning. Rich Learning Content. Taught by Industry Pros.

Your ad might not always include all your text. Some shortening may also occur in some formats. Learn more

Ad Group #1: Ad #2

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

App Monetization Strategies

27 / 30

Headline 2

Learn from Google and Udacity

29 / 30

Display path ⑦

in.udacity.com / Path 1   / Path 2

                     0 / 15   0 / 15

Description

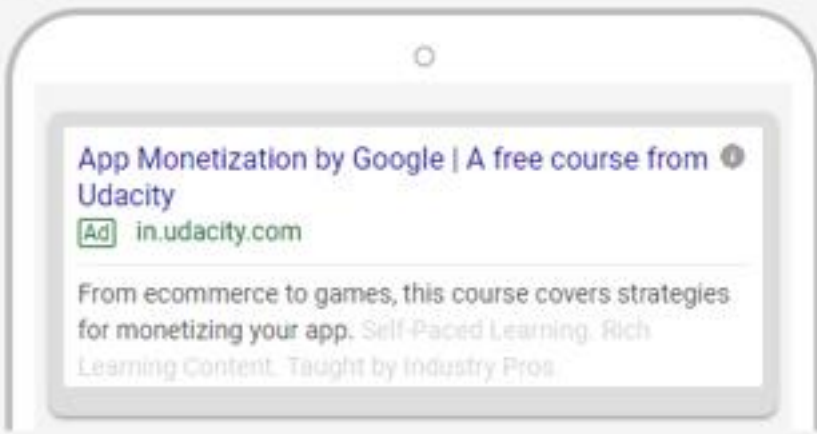Learn how to develop, implement, and measure your app monetization strategy

75 / 80

⌄ Ad URL options

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1 of 2 previews   ‹   ›

Highlight ad 🔵

Mobile

App Monetization Strategies | Learn from Google and Udacity
Ad in.udacity.com

Learn how to develop, implement, and measure your app monetization strategy Self-Paced Learning. Rich Learning Content. Taught by Industry Pros.

Your ad might not always include all your text. Some shortening may also occur in some formats. Learn more
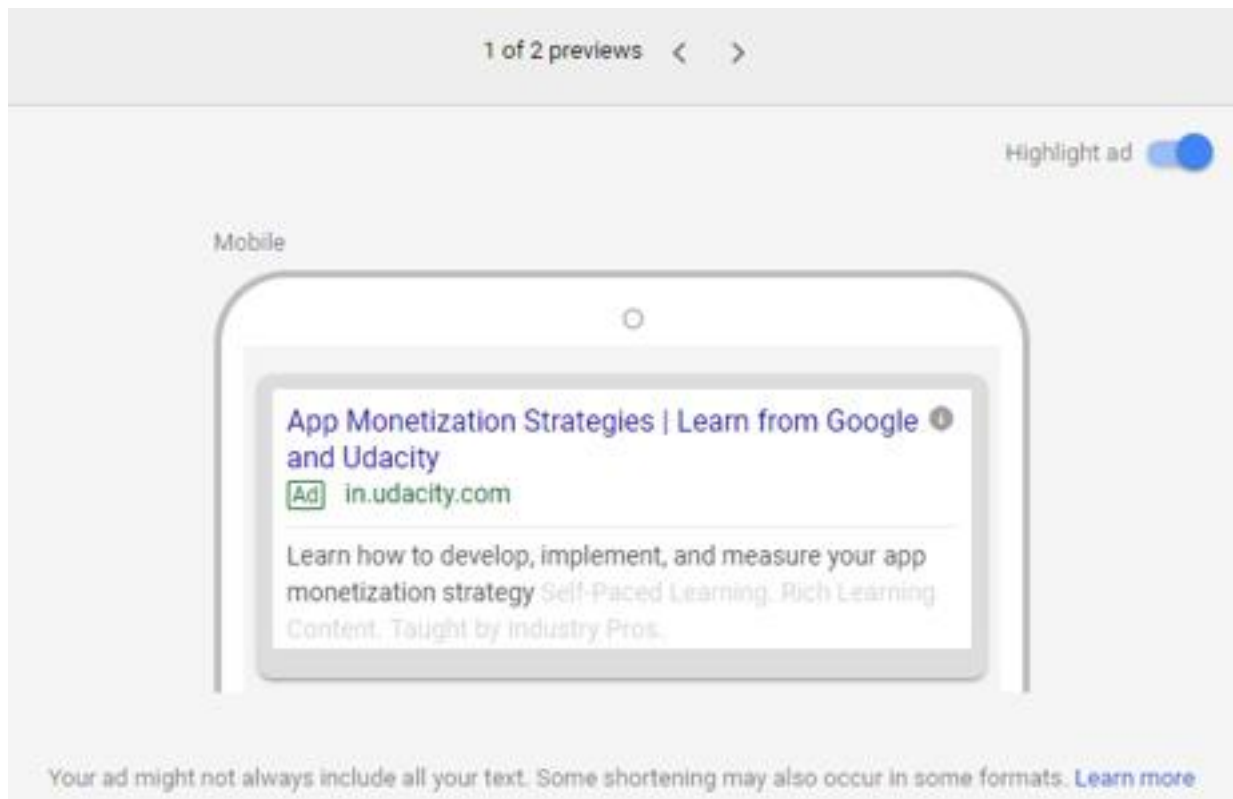
Ad Group #1: Keyword List

Keyword List:
udacity uk
"Monetizing apps"
"learn how to monetize apps"
[learn how to monetize apps]
"ways to effectively monetize apps"
"Google App Monetization strategies"
Android app monetization
ios app monetization
monitizing apps (Spelling mistake intentional)
"monetize android apps"
"monetizing ios apps"
"monetizing apps"
"courses offered by google"
"android app ad revenue"
"mobile app ad revenue"
"how to monetize your game"
"how to monetize your mobile app"
"how to earn money from android apps"
udemy courses
"how to monetize a game"

Ad Group #2: Ad #1

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

App Monetization by Google

26 / 30

Headline 2

A free course from Udacity

26 / 30

Display path ⑦

in.udacity.com / Path 1   / Path 2

0 / 15   0 / 15

Description

From ecommerce to games, this course covers strategies for monetizing your app.

79 / 80

∨ Ad URL options

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1 of 2 previews ‹ ›

Highlight ad 🔵

Mobile

App Monetization by Google | A free course from Udacity

[Ad] in.udacity.com

From ecommerce to games, this course covers strategies for monetizing your app. Self-Paced Learning. Rich Learning Content. Taught by Industry Pros.

Your ad might not always include all your text. Some shortening may also occur in some formats. Learn more

uIGITAL MARKETING
NANODEGREE PROGRAM

Ad Group #2: Ad #2

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

Udacity App Monetization Class

30 / 30

Headline 2

Free course by Google

21 / 30

Display path ⓘ

in.udacity.com / Path 1   / Path 2

0 / 15   0 / 15

Description

Your first step towards a new career with the Android Developer Program

71 / 80

⌄ Ad URL options

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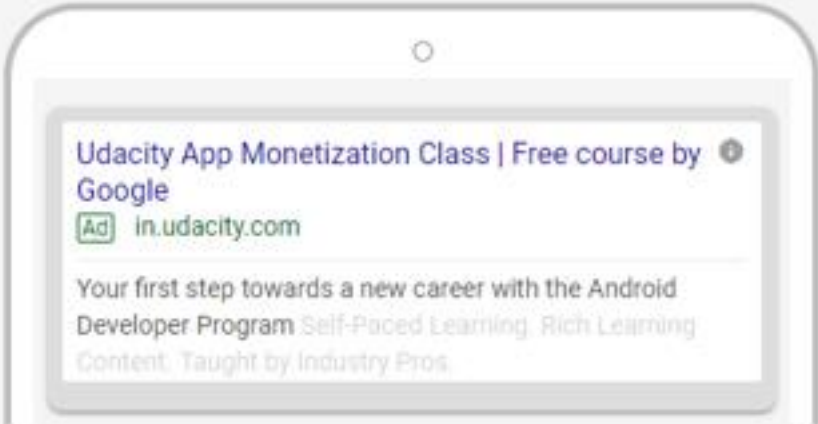
1 of 2 previews < >

Highlight ad

Mobile

Udacity App Monetization Class | Free course by ⓘ
Google
[Ad] in.udacity.com

Your first step towards a new career with the Android
Developer Program Self-Paced Learning. Rich Learning
Content. Taught by Industry Pros.

Ad Group #2: Keyword List

Keyword List:
Google App Monetization strategies course
Udacity App Monetization strategies course
Udacity free online courses
Udacity App Monetization nanodegree
"Best app monetization methods"
"Learn app monetization techniques"
"Free udacity courses"
Admob ad monetization
"learn how to display ads in apps"
"Top app monetization online courses"
udacity app monetization
google app monetization
"Learn ios app monetization"
"Learn android app monetization"
"skills for app monetization jobs"
"learn how to make money from apps"
"app monetization for dummies"
"How to monetize your mobile app"
"How to monetize a free app"
"Building and monetizing apps"

Appendix

Screenshots for Reference

Campaign Summary

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Ad Group Summary

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Campaign Review