Campaign Creation

Applicable only after you have registered a Google Ads Account

Learning Objectives

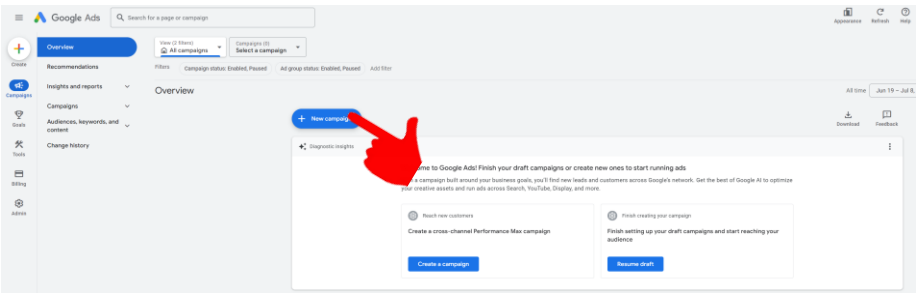| 1. Campaign Objective | 2. Campaign Type | 3. Targeting & Audience | 4. Budget & Bidding |

For an "Awareness" Campaign

Google Ads Manager – Campaign Creation

For this exercise we will choose to boost **awareness** of our new brand via **display ads**

Google Ads Manager – Budgeting

Campaign settings

Locations

Select locations to target ⓘ

○ All countries and territories
● Singapore
○ Enter another location

⌄ Location options

Languages

Select the languages your customers speak. ⓘ

🔍 Start typing or select a language

English ✕

Based on your targeted locations, you may want to add these languages:

Chinese (simplified)

Add All

⚙ More settings

Next

Budget and bidding

Budget

Set your average daily budget for this campaign

SGD 20.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. Learn more

Bidding

What do you want to focus on? ⓘ

Viewable impressions ⌄

Recommended for your campaign goal

Enter your viewable CPM bid for this ad group ⓘ

SGD 150.00

✓ This campaign will use the **Viewable CPM** bid strategy to help you get the most impressions for your bid

Or, select a bid strategy directly (not recommended)

Next

Average Daily Budget
This is the average amount you're willing to spend each day on your campaign. Google Ads will try to evenly distribute your spending throughout the day.

CPM (Cost per Mille)
This is the cost you pay for every 1,000 impressions (times your ad is shown) on the Google Display Network. It's a common bidding strategy for display ads where the goal is primarily brand awareness and reach.

Impressions vs. Clicks
With a CPM bidding strategy, you're primarily paying for impressions, not clicks. This strategy's focus is on getting your ad seen by as many people as possible within your target audience.

Google Ads Manager – Targeting & Audience

Targeting

Optimized targeting is set up for you

Optimized targeting helps you get more viewable impressions by using information such as your landing page and assets. You can opt out or speed up optimization by adding targeting first. Learn more

Add targeting

Audience Segments	Suggest who should see your ads ⑦
Demographics	Suggest people based on age, gender, parental status, or household income ⑦
Keywords	Suggest terms related to your products or services to target relevant websites ⑦
Topics	Suggest webpages, apps, and videos about a certain topic ⑦
Placements	Suggest websites, videos, or apps where you'd like to show your ads ⑦

Next

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in Audience Manager. ⑦

Edit targeted segments — Done

Search | Browse — None selected — Clear all

Who they are (Detailed demographics) >
What their interests and habits are (Affinity) >
What they are actively researching or planning (In-market and life events) >
How they have interacted with your business (Your data segments) >
Your combined audience segments (Combined segments) >

Select one or more segments to target

Optimized targeting — On

Add targeting

Next

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in Audienc

Edit targeted segments

Search | Browse

← What their interests and habits are

☐ Media & Entertainment
☐ News & Politics
☐ Shoppers
☐ Sports & Fitness
☐ Technology
☐ Travel
☐ Vehicles & Transportation

---

7 selected — Clear all

Detailed demographics

Marital Status
Single ⊗

Affinity

Shoppers > Shoppers by Store Type
Department Store Shoppers ⊗

Shoppers
Shopping Enthusiasts ⊗

Lifestyles & Hobbies ⊗

Beauty & Wellness ⊗

In-market

Apparel & Accessories ⊗

Custom combination

AdWords optimized list ⊗

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in Audience Manager. ⑦

Edit targeted segments — Done

Search | Browse — 3 selected — Clear all

← Who they are — Detailed demographics

Parental Status ∨
Education — Current College Students ⊗

Marital Status
☑ Single — tal Status — Relationship ⊗
☑ In a Relationship — tal Status — ngle ⊗
☐ ied

Education
☑ Current College Students

Detailed demographics
In a Relationship
People who are currently in a romantic relationship

Weekly impressions
100M - 500M
Estimates based on Singapore, English, Display

Hover Mouse Pointer over to see this box

Optimized targeting — On

Add targeting

Next

Google Ads Manager – Ad Creation

Ads

Ad creation

In Progress
Responsive display ad
Change

For a stronger ad set up, include at least 5 high quality images (2 landscape, 2 square), 5 headlines, and 5 descriptions.

Ad strength ?
Good

- ✓ Images
- ✓ Videos
- ○ Headlines
- ○ Descriptions

Final URL ?
https://sites.google.com/view/helpzaircon/home/
Required

Business name ?
Real Style Fashion
Required   18 / 25

Images ?
Add up to 15 images Learn more

+4

✎ Edit

At least 1 landscape image is required
At least 1 square image is required

Logos ?
Add up to 5 logos

✎ Edit

Videos
Optional (portrait and landscape around 30 seconds work best)

+ Videos

Headlines ?
Add up to 5 headlines

Suggested headlines   More ideas

Preview   ↻ ⎙

Websites and apps   YouTube and Gmail

Example of your ad

REAL STYLE

Elevate Your Look

Vibrant colors, breezy fabrics, and unique designs

Close   Open

See Preview Here

Real Style
Required   10 / 30

Elevate Your Look
                                            17 / 30

Headline
                                            0 / 30

+ Headline

Long headline ?

Unleash Your Inner Fashionista
Required   30 / 90

Descriptions ?
Add up to 5 descriptions
Suggested descriptions   More ideas

ⓘ We don't have any suggestions right now.

Discover our latest summer collection
Required   37 / 90

Vibrant colors, breezy fabrics, and unique designs
                                            50 / 90

Description
                                            0 / 90

+ Description

⌄ Additional format options

⌄ Ad URL options

More options ⌄

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.

Create ad   Cancel

Show more

Choose assets to preview   ⌃

Headlines (2) ⌄   Descriptions (2) ⌄

Images (8) ⌄   Logos (1) ⌄

Apply

Trial & Error Here

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Google Ads Manager –Campaign Creation

Campaign Review

Publish campaign ☠

Campaign name	Real Style Fashion's Display Ad
Campaign type	Display
Objective	Awareness and consideration
Final URL	https://sites.google.com/view/helpzaircon/home/

Campaign settings

Locations	Singapore
Languages	English

Budget and bidding

Budget	SGD20.00/day
Bidding	Viewable CPM

Ad group 1 ✏

Bidding

Viewable CPM bid	SGD150.00

Targeting

Audiences	Single + 6 more
Optimized targeting	On

Ads

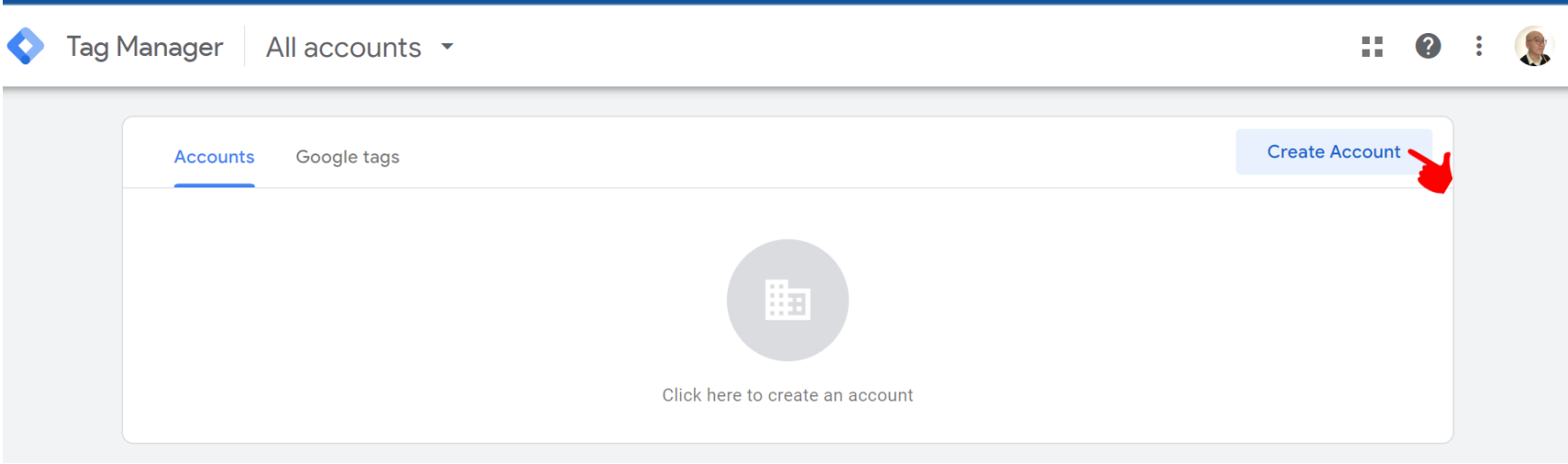|	
Ad creation	1 responsive display ad

Publish campaign ☠

Google Tag Manager

Simplified Installation

Google Tag Manager – Creating a Tag

Google Tag Manager – Getting the Code

Add a New Account

Account Setup

Account Name

Ascent Airways

Country

Singapore

☐ Share data anonymously with Google and others ?

Container Setup

Container name

ascentairways.com

Target platform

🌐 **Web**
For use on desktop and mobile web pages ✓

📱 **iOS**
For use in iOS apps

🤖 **Android**
For use in Android apps

⚡ **AMP**
For use in Accelerated Mobile Pages

☁️ **Server**
For server-side instrumentation and measurement

Create   Cancel

Install Google Tag Manager ✕

Copy the code below and paste it onto every page of your website.

1. Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-N2KSGBP5');</script>
<!-- End Google Tag Manager -->
```

2. Paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-N2KSGBP5"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

3. Test your website (optional):

e.g. https://example.com   ⊗   Test

For more information about installing the Google Tag Manager snippet, visit our Quick Start Guide .

OK

Google Tag Manager – Getting the Code

Install Google Tag Manager ✕

Copy the code below and paste it onto every page of your website.
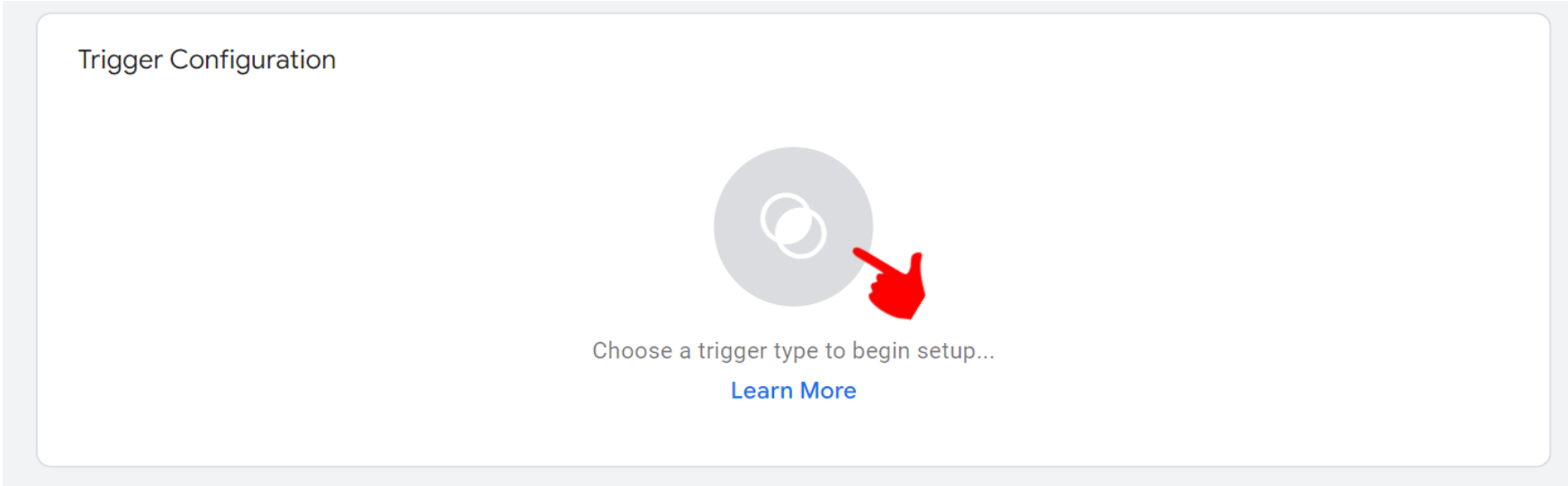
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```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-N2KSGBP5');</script>
<!-- End Google Tag Manager -->
```

2. Paste this code immediately after the opening **<body>** tag:

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OK

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new Date().getTime(),event:'gtm.js'});var
f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
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height="0" width="0"
style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

```html
<!DOCTYPE html>
<html>
<head>
    <title>Ascent Airways | Your Gateway to Southeast Asia</title>
    <meta name="description" content="Explore exotic destinations with As
</head>

<body>
    <header>
        <h1>Ascent Airways</h1>
        <nav>
            <ul>
                <li><a href="/">Home</a></li>
                <li><a href="/destinations">Destinations</a></li>
                <li><a href="/book-flights">Book Flights</a></li>
            </ul>
        </nav>
    </header>

    <main>
        <h2>Welcome to Ascent Airways</h2>
        <p>Discover unforgettable experiences with our affordable flights t
    </main>

    <footer>
        <p>&copy; 2024 Ascent Airways</p>
    </footer>
</body>
</html>
```

Head

Body

Paste Here

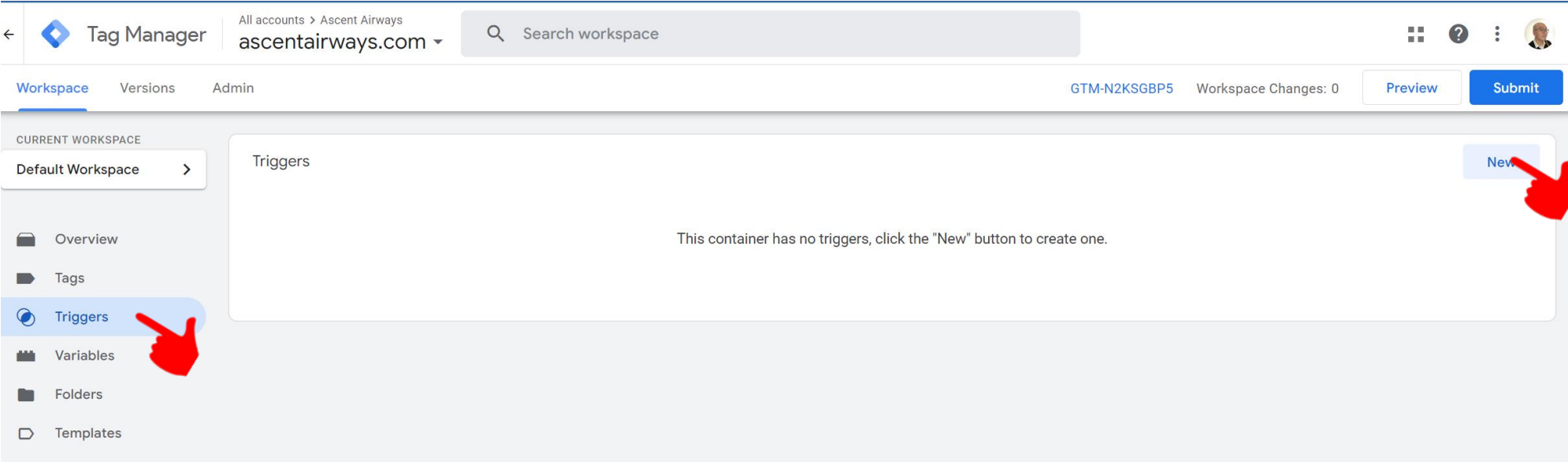**Paste Here**

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```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
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```

Google Ads Manager – Setting a Trigger

Google Ads Manager – Campaign Creation