



Hands-on Exercise No. 4
Batch-02
Affiliate Marketing

Total Marks: 10
Due Date: 22/09/2022

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
 - It is submitted after due date.
 - It is not in the required format (.doc or .docx)
 - It does not open, or file is corrupt.
 - It is copied (partial or full) from any source (websites, forums, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

1. Create Ad Campaign for Website traffic using Google Ads.
2. Utilize Ad budget by using Google Ads Campaign.
3. Reach customers who are interested in your products or service with ads
4. Add keywords in the Search Ad Campaign.
5. Create Ad copies

Problem Statement

Suppose you have a client who is working on an affiliate website. He wants to get quick traffic even if he has to spend money on ads.

You have to create a search ads campaign according to the niche (you can choose the niche that you find in Hands-on Exercise 1), choose a target audience, choose daily budget, and create ad copy for maximum conversion of the ad.

1. You will need to create a google ad campaign and sign in using your Gmail account.
2. After signing in launch a campaign in expert mode.
3. Create a Google Search Ad campaign by selecting a goal according to the scenario.
4. Choose your target audience, budget, and location based on the scenario.
5. Choose a website traffic objective and select campaign type as “Search”.
6. Add at least 5 keywords according to the scenario using Google Keyword Planner.
7. Create Ad copies with at least 3 headlines and 2 descriptions

You are required to perform the above-mentioned steps (with complete details) and provide screenshots of all the steps performed in the MS Word file.

Note: While creating a Google Ads account, make sure that click on sign in. After signing in click on Switch to Expert mode without running a smart campaign.

BEST OF LUCK ☺

How to take screenshots?

Method 1: Press “Windows logo key + PrtScn key”, It will take a screenshot and save it automatically to C:\Users\[YOUR COMPUTER NAME]\Pictures\Screenshots

Method 2: Press the “PrtScn” key and paste it to MS Word.

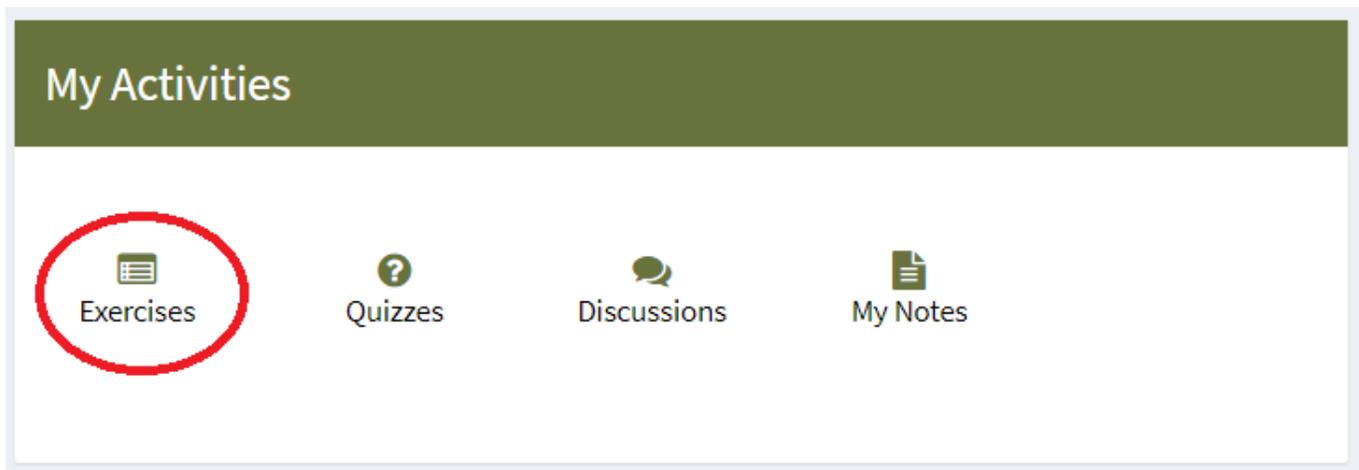
Method 3: Press “Windows + Shift + S”. Your screen will appear grayed out and your mouse cursor will change. Click and drag on your screen to select the part of your screen you want to capture. A screenshot of the screen region you selected will be copied. You can paste it in the MS Word by pressing Ctrl + V.

*To solve the Hands-on Exercise, you need to paste all the screenshots in MS word with the mentioned tasks and save it.

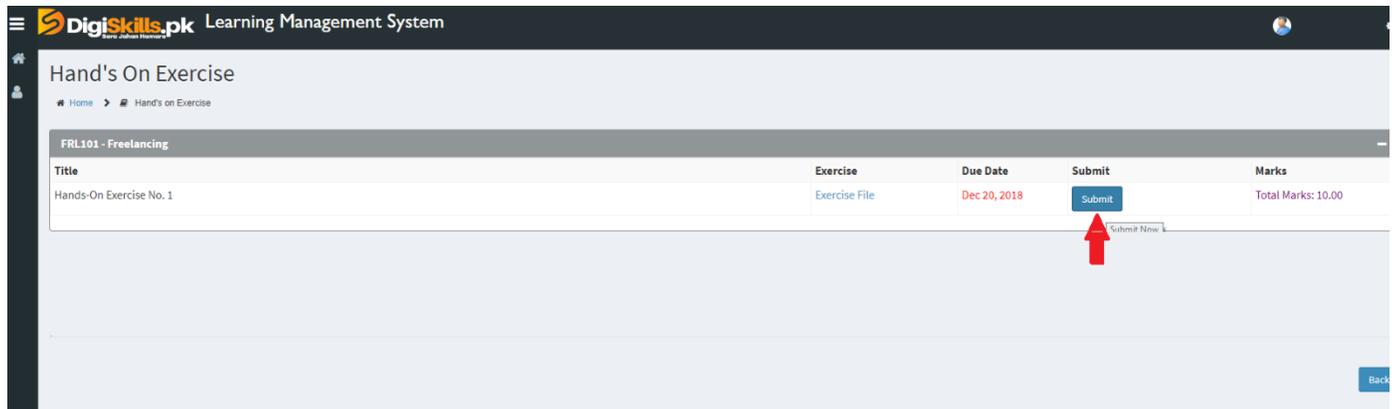
How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



3) Click on the submit button to upload your Solution.



The screenshot shows the DigiSkills.pk Learning Management System interface. The page title is "Hand's On Exercise". Below the title, there is a breadcrumb trail: Home > Hand's on Exercise. The main content area displays a table for "FRL101 - Freelancing". The table has the following columns: Title, Exercise, Due Date, Submit, and Marks. The first row of data is: Title: Hands-On Exercise No. 1, Exercise: Exercise File, Due Date: Dec 20, 2018, Submit: Submit, Marks: Total Marks: 10.00. A red arrow points to the "Submit" button in the table. There is also a "Submit Now" link below the table and a "Back" button in the bottom right corner.

Title	Exercise	Due Date	Submit	Marks
Hands-On Exercise No. 1	Exercise File	Dec 20, 2018	Submit	Total Marks: 10.00

4) Keep in mind to upload your Solution in .doc or .docx format