

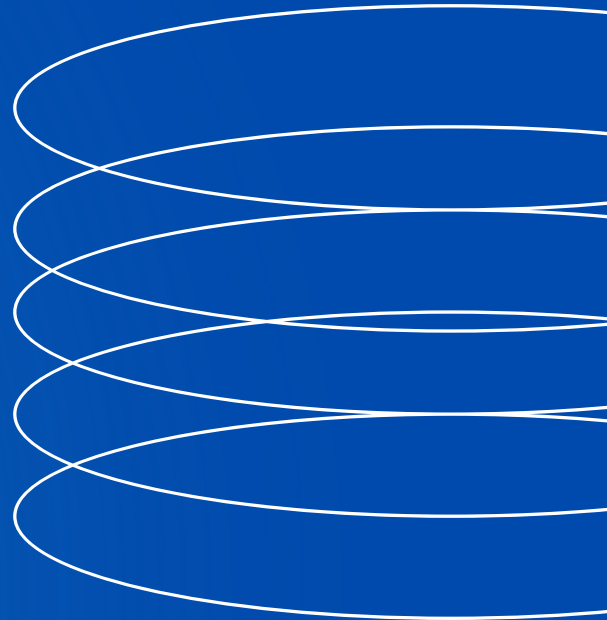
YOUNG  
URBAN  
PROJECT

# Assignment:

# Google Advertising



This practical assignment is a part of the  
Performance Marketing course by Young  
Urban Project.



# Setting the Context

Thank you for being a part of last week's module on Google Advertising.

We hope you have understood the importance of the Google Ads Platform as an effective paid acquisition channel.

Now, it's time to put your learning to use.

In this assignment, your task is to understand and execute the given deliverables.

You are a Google Ads Ninja who is being approached by a client looking to drive results from Google as a platform.

Accomplish the brief and submit your recommendations.

# The Brief

## Client:

Your Client is "Nilfisk"

Nilfisk offers an extensive range of premium cleaning products and a trusted aftermarket offering to the professional market. Their main product lines are floorcare equipment, vacuum cleaners and high pressure washers and a wide range of domestic vacuum cleaners and high pressure washers to consumers worldwide.

## Product Landing Page Link:

1. <https://nilfiskindia.com/sweepers/>
2. <https://nilfiskindia.com/scrubbers/>
3. <https://nilfiskindia.com/commercial-vacuums/>
4. <https://nilfiskindia.com/industrial-vacuum-cleaners/>

## **Deliverables expected from you:**

After going through the landing page and the business details thoroughly, do the following:

- Assume you have a daily budget of INR 2000 for the India market
- The objective is to increase leads from businesses/corporates (not domestic)
- Find the most relevant keywords that can be used for this activity
- Create multiple Ad groups on basis of keyword research (Brand, Competitor, Generic)
  - Select one of the above four products for keyword research
- Write ad copies that complement your ad group themes
- Make use of extensions wherever possible

## Submission:

Note the answers and your rationale behind recommendations in a PPT or a Word file.

Add the screenshots in the same file.

Mail this to [hello@youngurbanproject.com](mailto:hello@youngurbanproject.com) with subject line "[Your Name] - Google Ads Assignment"

