

Google Ads Campaign Brief for _____

Targeting / Demographics

- Where are you targeting the ads?
- Who do you want to target with the ads? (e.g. age / gender / interests / job)
- Are you interested in remarketing campaigns? (e.g. targeting people who have been to your website?)
- Are you interested in search ads, display ads, both or not sure?

Goals / Conversions

- What would success look like for the campaign? (e.g. increase in leads by 100% or increase in calls by 30 per month)
- What is the page you want the ads to click through to?
- What is the action / conversion you want to happen? (e.g. fill in contact form, call office, order something)
- Do you want people to call a phone direct from the ad?

Search Terms

- What are the main keywords / search terms you'd like your ads to show for? (list at least 10-12. Do you want to appear for your brand name or competitors brand name?)

Content

- What are the key messages you want to get across in the ads? (e.g. what ad copy do you have in mind?)

Budget

- What's your budget for the ads? (e.g. how much per week / month?)
- When do you want to start / end the campaign?