

CJ Complex Google Ads Campaign

Campaign Overview

The goal of this Google Ads campaign is to increase sales for CJ Complex by targeting small to medium-sized businesses (SMBs) and enterprises looking for advanced AI solutions and digital marketing services.

Target Keywords

- AI for business
- Digital marketing services
- Web development
- Branding services
- UI and UX design
- Front-end development services
- Online marketing consultation
- AI packages and consultation

Ad Groups

1. AI Solutions

- Ad Copy: "Transform Your Business with AI Solutions from CJ Complex!"
- Keywords: AI for business, AI packages, AI consultation

2. Digital Marketing

- Ad Copy: "Elevate Your Online Presence with Expert Digital Marketing!"
- Keywords: Digital marketing services, online marketing consultation, digital strategy

3. Web Development

- Ad Copy: "Custom Web Development Services Tailored to Your Needs!"
- Keywords: Web development, front-end development, UI/UX design

4. Branding

- Ad Copy: "Establish Your Brand Identity with CJ Complex!"
- Keywords: Branding services, corporate identity, user research

Campaign Settings

Network: Google Search Network

Locations: Target Indonesia and other potential markets globally.

Languages: English (focus on international clients)

Budget: Set a daily budget based on sales goals – recommend starting with a moderate budget and optimizing based on performance.

Bidding Strategy: Use "Maximize Conversions" to begin, then switch to "Target CPA" as tracking improves.

Ad Extensions

- **Sitelink Extensions:** Link directly to individual service pages (AI, Digital Marketing, Web Development, Branding).

- **Call Extensions:** Include the support number for direct inquiries.
- **Location Extensions:** If there is a physical office in Indonesia, show location to build trust.
- **Callout Extensions:** Highlight key service traits (e.g., "24/7 Support", "Tailored Solutions").

Conversion Tracking

- Set up tracking for contact forms submissions.
- Track newsletter sign-ups.
- Monitor downloads of guides or brochures.
- Utilize Google Analytics to track user engagement post-click.

Remarketing Strategy

Implement a remarketing strategy targeting users who visited the website but did not convert. Showcase specific services they viewed, or run promotional offers to encourage return visits.

Client Testimonials & Case Studies

Leverage client testimonials and case studies in the ads to build credibility. Use strong visuals and compelling stories to engage potential customers.

Location Targeting

- Focus on regions with high demand for digital marketing and AI services.
- Use geographical targeting to customize ad copies for specific areas.

Budget Allocation

- Allocate 40% of the budget to the Digital Marketing Services ad group.
- Allocate 30% to AI Solutions, and 30% to Web Development.
- Optimize based on the revenue generated by each ad group.

Tracking and Analytics

- Set up conversion tracking to measure inquiries and lead conversions.
- Analyze click-through rates (CTR) and adjust bids accordingly.

Potential Mistakes to Avoid

- Not using geo-targeting effectively – ensure ads reach relevant locations.
- Ignoring negative keywords – prevent irrelevant clicks that can waste budget.
- Failing to optimize landing pages – ensure landing pages are aligned with the ad messaging for better conversion rates.
- Overlooking mobile optimization – ensure ads and landing pages render well on mobile devices.
- Not utilizing the full range of ad extensions – take advantage of all available features to maximize ad visibility.

Conclusion

This comprehensive Google Ads campaign for CJ Complex is designed to drive sales by effectively promoting their diverse services in AI, digital marketing, web development,

and branding. By targeting specific keywords, creating engaging ad copy, leveraging extensions, and implementing strong conversion tracking, CJ Complex can maximize their reach and sales potential.