



Google
Ads

PRESENTED BY



Why Google Ads?

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Fueling Business Growth Through Precision & Performance

In today's digital-first world, visibility is everything. Google Ads puts your business at the center of the world's most powerful search engine, connecting you with high-intent customers at the exact moment they're searching for your products or services.

Here's why Google Ads is a game-changer for modern businesses:

- ✓ Instant Visibility
- ✓ Actionable Insights
- ✓ Highly Targeted Reach
- ✓ Cross-Platform Reach
- ✓ Measurable ROI
- ✓ Scalable for Any Budget
- ✓ Smart Automation

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Skill Circle is a digital marketing training institute with a mission to empower students with practical knowledge and skills that lead to high-paying jobs. The client wanted to attract students for their digital marketing courses and drive meaningful leads through paid advertising.

Our Strategy

- **Targeted Keywords:** We selected intent-driven search terms like “learn digital marketing,” “digital marketing course with job,” etc.
- **Location Targeting:** Focused on high-density urban regions with high student populations.
- **Ad Copywriting:** Highlighted tangible results — “1250 Students Secured High Paying Jobs in 2024.”
- **Landing Page Alignment:** Ensured ad message matched the destination page for improved Quality Score.
- **Manual CPC Bidding:** Controlled costs tightly while ensuring visibility.

Performance Metrics

Impressions

14,013

Clicks

943

Click-Through Rate (CTR)

6.73%

Average CPC

₹2.47

Total Spend

₹2,332.93

Conversions

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Conversion Rate

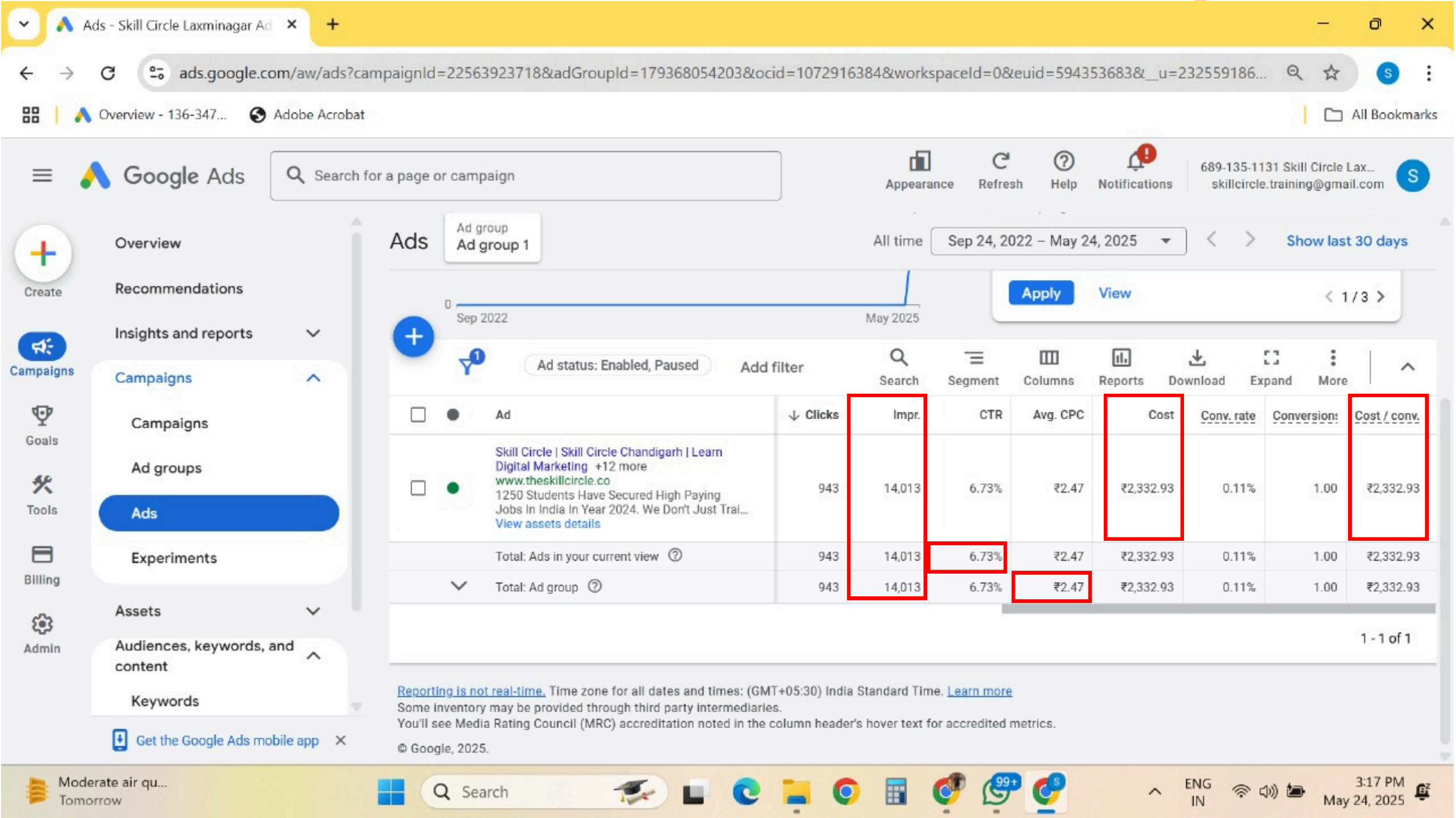
0.11%

Cost per Conversion

₹2,332.93

Results

- 943 targeted users reached
- CTR of 6.73%, above average for the education sector
- Established Skill Circle's brand in key student markets
- Generated early lead insights to further optimize future campaigns



Jaydeep & Param

Jaydeep & Param are professionals looking to generate awareness and leads through digital outreach. The goal of this campaign was to increase visibility and drive targeted traffic using a conversion-focused strategy via Google Ads.

Our Strategy

- **Bid Strategy:** Maximize Conversions to allow Google’s algorithm to find high-quality leads
- **Keyword Targeting:** Focused on niche and location-specific queries
- **Engaging Copy:** Highlighted value proposition directly in the ad to improve click-through rate
- **Audience Targeting:** Tailored demographic segments based on interest and location
- **Budget Management:** Efficiently allocated spend to achieve maximum reach within a controlled budget

Performance Metrics

Impressions

8,068

Clicks

500

Click-Through Rate (CTR)

6.20%

Average CPC

₹2.19

Total Spend

₹1,094.92

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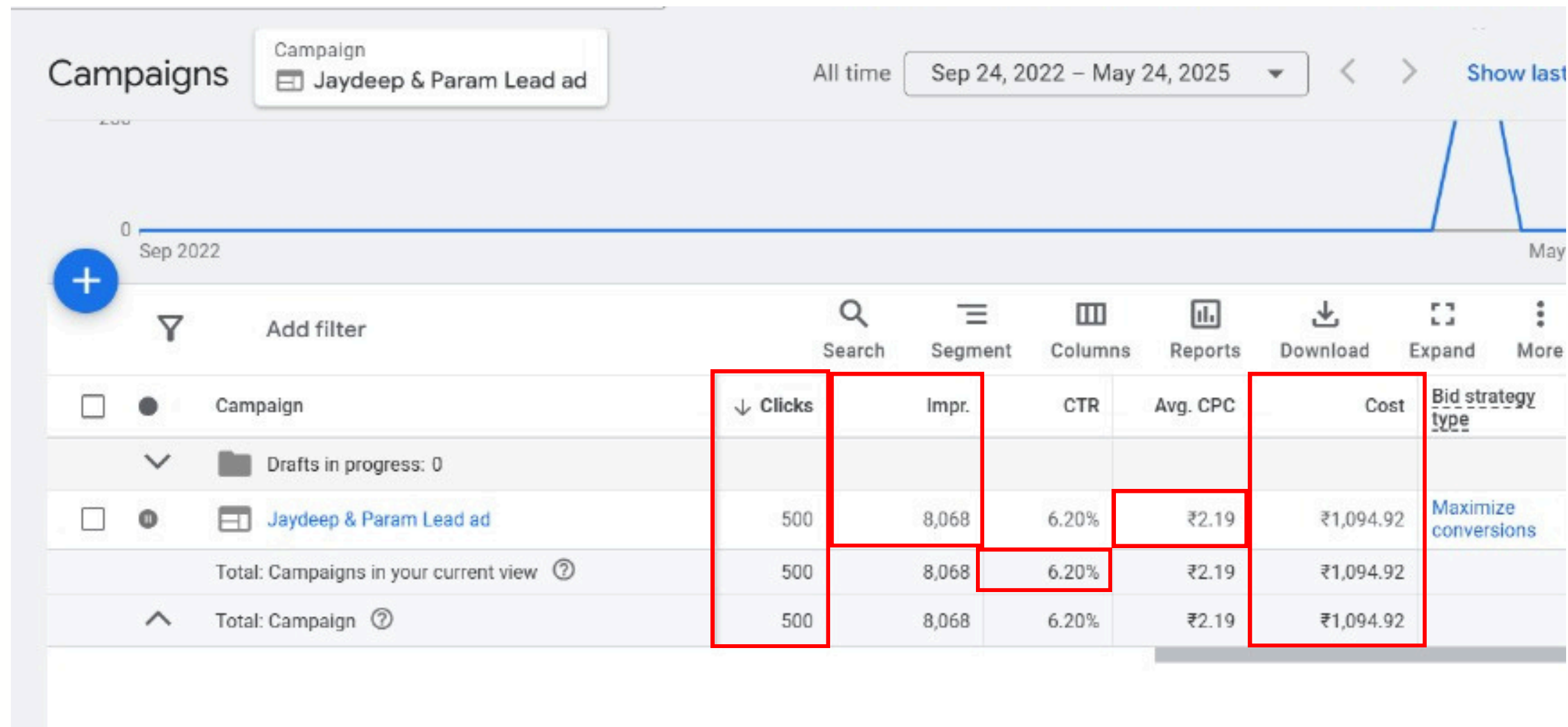
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Results

- 📌 500 high-intent users reached
- 📌 Cost-effective traffic generation under ₹1,100
- 📌 Established early brand awareness and audience profiling
- 📌 Data-backed insight to retarget or refine messaging



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Maximizing Mobile Reach with ₹28.5K Budget

This Google Ads campaign was designed to drive large-scale brand visibility and audience interaction. The strategy was mobile-first, cost-optimized, and insight-driven — resulting in a strong click volume and detailed demographic engagement.

Our Strategy

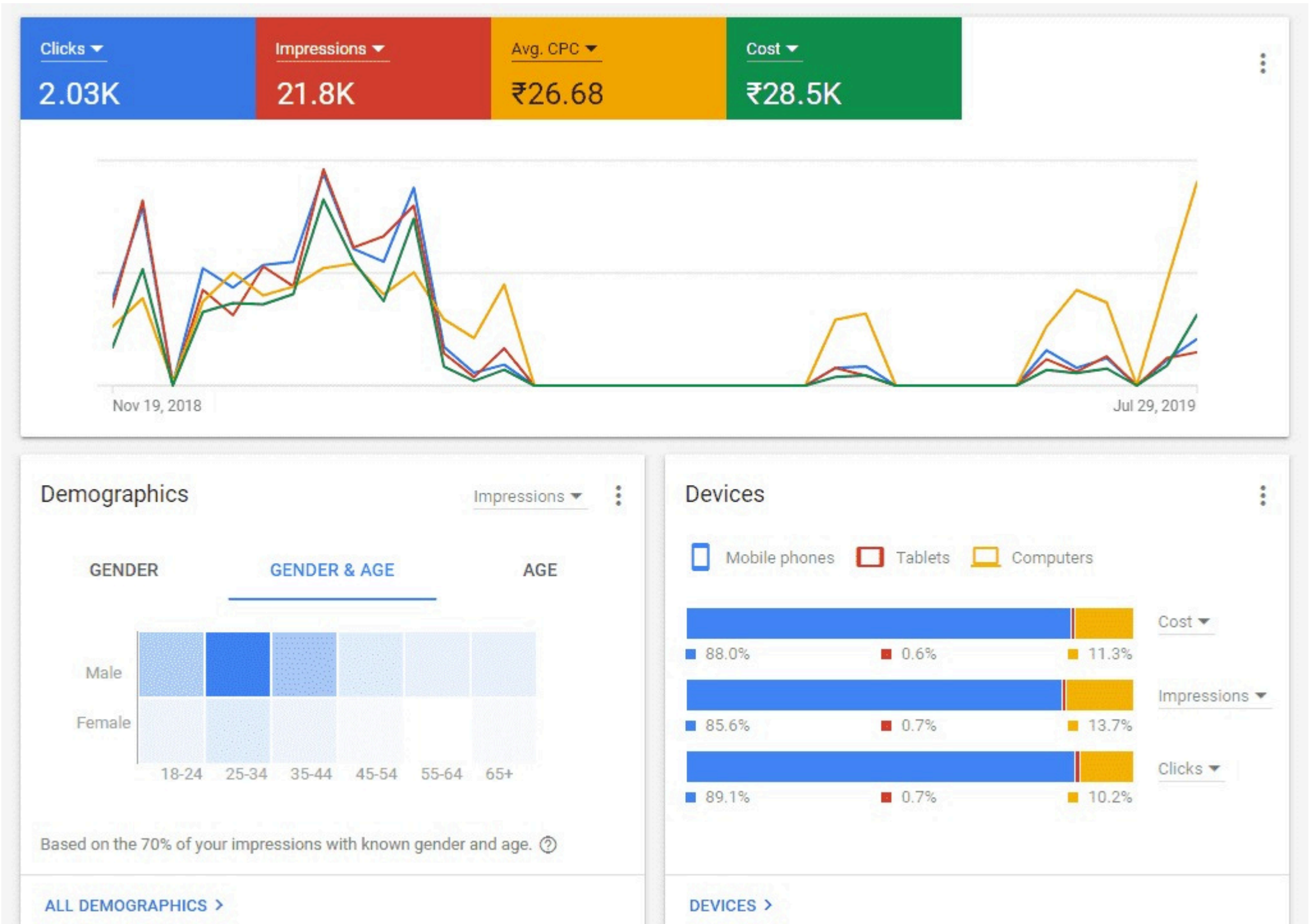
- **Mobile-First Targeting:** Prioritized mobile placements for scale and efficiency
- **Demographic Layering:** Focused on the 18–34 age range, where engagement was highest
- **Ad Schedule & Burst Strategy:** Used data spikes to align with peak hours for increased visibility
- **Creative Variety:** Rotated ad visuals and headlines to sustain engagement
- **Smart Bidding:** Used Google’s automated bidding to balance reach and cost

Performance Metrics

Total Clicks 2,030	Total Impressions 21,800	Average CPC ₹26.68	Total Ad Spend ₹28,500
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Results

- Over 2,000 targeted clicks
- Engaged primarily mobile-first audiences
- High visibility in the 18–34 age demographic
- Strategic insights gathered for sharper retargeting



Why Choose Us for Google Ads?

We Don't Just Run Ads We Deliver Growth

With countless agencies offering digital marketing services, what makes us different? We're not just campaign managers — **We're growth partners.**

What Sets Us Apart

- ✓ Performance-Driven Mindset
- ✓ Custom Campaign Architecture
- ✓ Certified Google Ads Experts
- ✓ Real-Time Optimization
- ✓ Transparent Reporting
- ✓ Creative + Data Combo

We Work Like Your Team, Not Just Your Agency

From keyword research to post-click analysis — we handle everything, so you can focus on growing your business.

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Our **Google** Ads Approach From Click to Conversion

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Our 5-Step **Growth** Blueprint



Discovery & Strategy

We begin by understanding your business goals, audience, and competitors to set the foundation for a successful campaign.



Campaign Planning

We create an ad structure that supports your objectives — from brand awareness to lead generation or e-commerce sales.



Creative & Copywriting

We design high-impact ad creatives with compelling copy that converts — aligned with your brand voice.



Launch & Optimization

Campaigns go live, and we immediately begin analyzing performance to optimize for better results.



Reporting & Scaling

Transparent reports, weekly reviews, and data-driven suggestions to scale your campaigns profitably.



P R O D U C T I O N

P R E S E N T E D B Y

AXO Production

