

Google Search Ads Campaign Case Study 1

Gocool Media | Digital Marketing Course | Lead Generation

1. Project Title & Goal

Title: Lead Generation Campaign for Digital Marketing Course

Goal: Generate qualified leads for Gocool Media's online digital marketing course using Google Search Ads.

2. Campaign Overview

- **Company:** Gocool Media
- **Course Promoted:** Digital Marketing Course
- **Platform:** Google Search Ads
- **Objective:** Lead Generation
- **Target Audience:** India-based students & professionals
- **Budget:** ₹ 1000/day
- **Campaign Name:** Search-DM-Course-Leads-June

3. Keyword Research Strategy

- **Tools Used:**
 - Google Keyword Planner
 - Google Ads Transparency Center
 - Ubersuggest

- **Target Keywords:**
 - "best digital marketing course"
 - "digital marketing course with certificate"
 - "Top digital marketing course online"
- **Match Types:** Phrase & Exact
- **Negative Keywords:** free, pdf, udemy, jobs

4. Competitor Keyword Research

- Analyzed keywords from:
 - upgrad.com
 - simplilearn.com
- Tools:
 - Google Ads Transparency Center
 - Google Keyword Planner

5. Campaign Settings

- **Campaign Type:** Google Search Network Only
- **Bidding Strategy:** Maximize Conversions
- **Ad Schedule:** 9 AM – 11 PM
- **Language:** English and Hindi
- **Location:** Tier 1 Cities

6. Responsive Search Ads (RSA)

Headlines:

- Best Digital Marketing Course Online
- Learn SEO, Ads & Analytics
- 100% Job Assistance

- Google Certified Trainers
- Start at ₹999/month

Descriptions:

- Join our Best digital marketing course, get real-world project experience. Get certified !
- Get access to 10+ marketing tools, live projects, expert sessions, and resume support.

7. Ad Extensions

Callout Extensions:

- Live projects
- Lifetime Access
- 100% Job Assistance

Sitelinks:

- Testimonials
- Meet the Trainers
- Free Demo

Structured Snippet:

- **Header:** Courses
- **Values:** Google Ads, Analytics, Content Marketing

Call Extension: Business contact number added

8. Key KPIs & Optimization Plan

- **CTR Goal:** > 5%
- **Conversion Rate Goal:** > 10%
- **Cost per Lead:** ₹150–250

Next Steps:

- A/B test RSA headlines
- Monitor Search Term Report
- Scale remarketing campaigns
- Shift to Target CPA bidding post-conversion volume

9. Summary & Learnings

- Structured setup improves quality score
- Competitor keyword bidding helped understand user behavior
- Extensions increased CTR

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