

**Instructions:**

Please read the following instructions carefully before submitting this Hands-On Exercise:

You need to use MS word document to prepare and submit the Hands-On Exercise.

It should be clear that your Hands-On Exercise will not get any credit if:

- The exercise is submitted after due date.
- The exercise is not in the required format (.doc or .docx)
- The submitted exercise does not open or file is corrupt.
- Exercise is copied (partial or full) from any source (websites, forums, students, etc.)

**Learning Outcome:**

After completing this exercise, trainee will be able to:

- Understand how to create a banner
- Able to design and develop a display ad
- Able to draft text search ads

Please note that there are three parts of this exercise. Please answer all questions.

## **Hands-On Exercise No. 2**

**Scenario:**

A business owner has just opened up an online store. He sells T-Shirts and Jeans for men ranging 18 Years – 24 Years. He understands that SEO is important, but he is very interested in spending a limited budget on Google Ads campaign to bring more traffic to his website.

He has contacted you and requested you to do the followings.

**Tasks**

Create the following tasks in Google Ads:

1. A display (responsive) ad including design (image)

Select a campaign type 

**Search**



Reach customers interested in your product or service with text ads

**Display** 



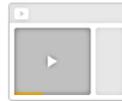
Run different kinds of ads across the web

**Shopping**



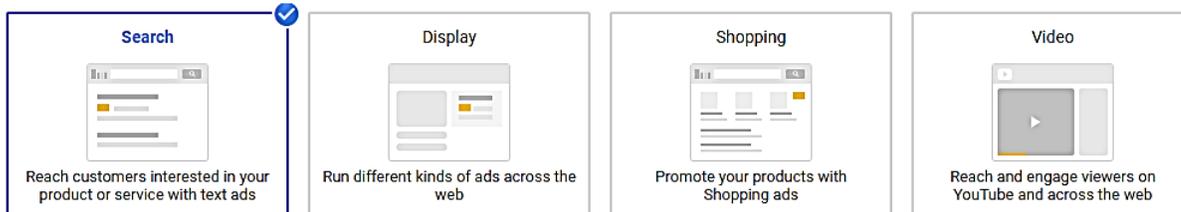
Promote your products with Shopping ads

**Video**



Reach and engage viewers on YouTube and across the web

## 2. A set of Text Search Ad.



### Instructions

- Age: 18-30
- Daily budget: Rs.100CPC
- Geographic Location: Lahore, Karachi, Islamabad, Multan
- 5-10 Keywords related to T-shirt and Jeans

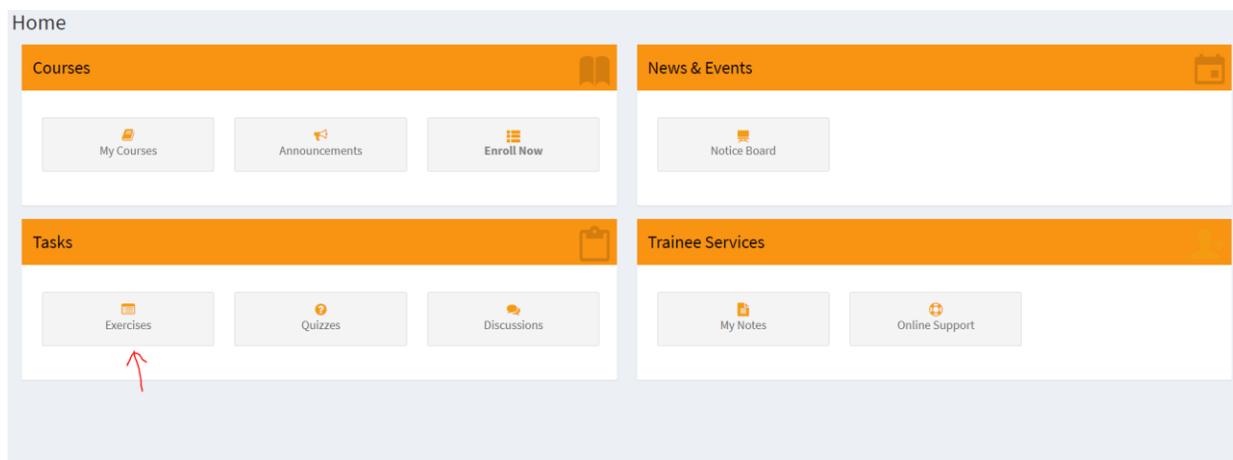
Note: Do not attach any payment method. Just add a campaign without attaching any payment method and skip the payment details while creating ad campaign.

Please attach the screen shots of above ads in word file and it must be in .doc or .docx or pdf format.

### NOTE

1. This Hands-On Exercise will be marked based on the procedures and steps that you would follow during the exercise.
2. Send us the snapshots that you have created.
3. You can use your existing Facebook account or create a new account
4. We will analyze your solution based on the steps that you would perform
5. Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the Exercises Tab within the Tasks section



- 3) Click on the submit button to upload your Solution.
- 4) Keep in mind to upload your Solution in .doc or .docx format