



# DIGITAL MARKETING TRAINING INSTITUTE IN BANGALORE

# GOOGLE ADS

1

## UNDERSTAND YOUR AUDIENCE:

Know your target audience well. Understand their needs, preferences, and pain points. Tailor your message to resonate with them.



2

## UNIQUE SELLING PROPOSITION (USP):

Highlight what sets your product or service apart from the competition. Focus on your unique features or benefits that customers won't find elsewhere.



3

## COMPELLING HEADLINES:

Craft attention-grabbing headlines. Use power words and create a sense of urgency or curiosity to encourage clicks.



4

## CALL TO ACTION (CTA):

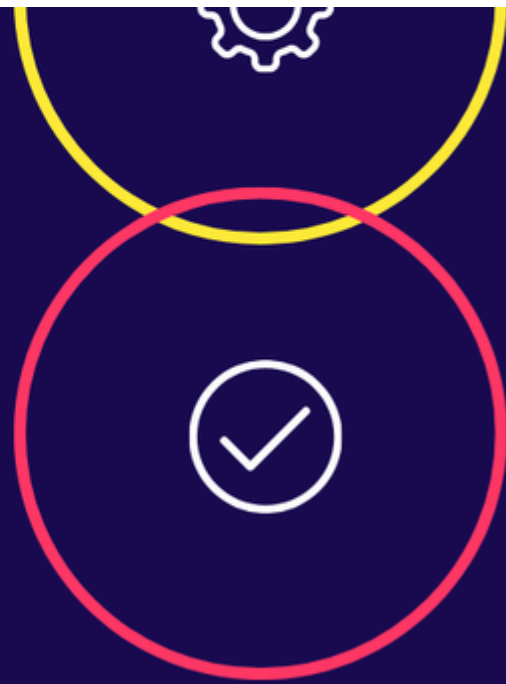


Include a strong and clear call to action. Use action-oriented words that prompt users to take specific steps, such as "Buy Now," "Learn More," or "Get Started."

5

**MOBILE-FRIENDLY DESIGN:**

Ensure your ads are mobile-friendly. Most users access Google on their smartphones, so your ads must be visually appealing and functional on mobile devices.



[www.nidmindia.com](http://www.nidmindia.com)

+91 9611361147