

Google Ads Campaign Proposal

Prepared For

Client Name: _____
Company: _____
Date: _____

1. Campaign Objectives

- Increase website traffic
- Generate qualified leads
- Boost product awareness

2. Target Audience

- Locations: _____
- Age: _____
- Interests: _____
- Languages: _____

3. Campaign Structure

Campaign Name	Type	Budget (Daily)	Ad Groups
_____	Search / Display / Video	\$ _____	_____
_____	Search / Display / Video	\$ _____	_____

4. Suggested Keywords

- _____
- _____
- _____

5. Sample Ad Copy

Ad Headline:

Ad Description:

Display URL:

6. Budget & Timeline

Proposed Monthly Budget: \$_____

Start Date: _____

End Date: _____

7. KPIs & Reporting

- Impressions
- Clicks
- CTR
- Conversions
- Cost per Conversion

8. Notes & Next Steps
