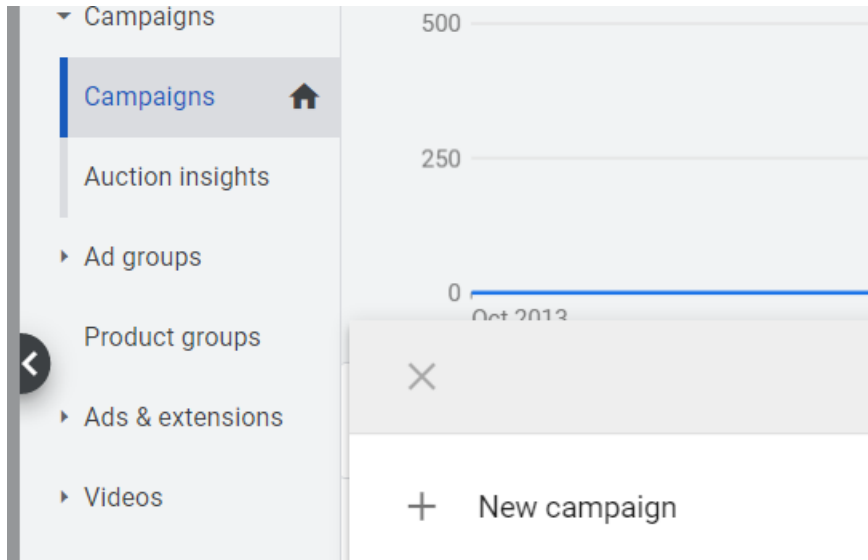
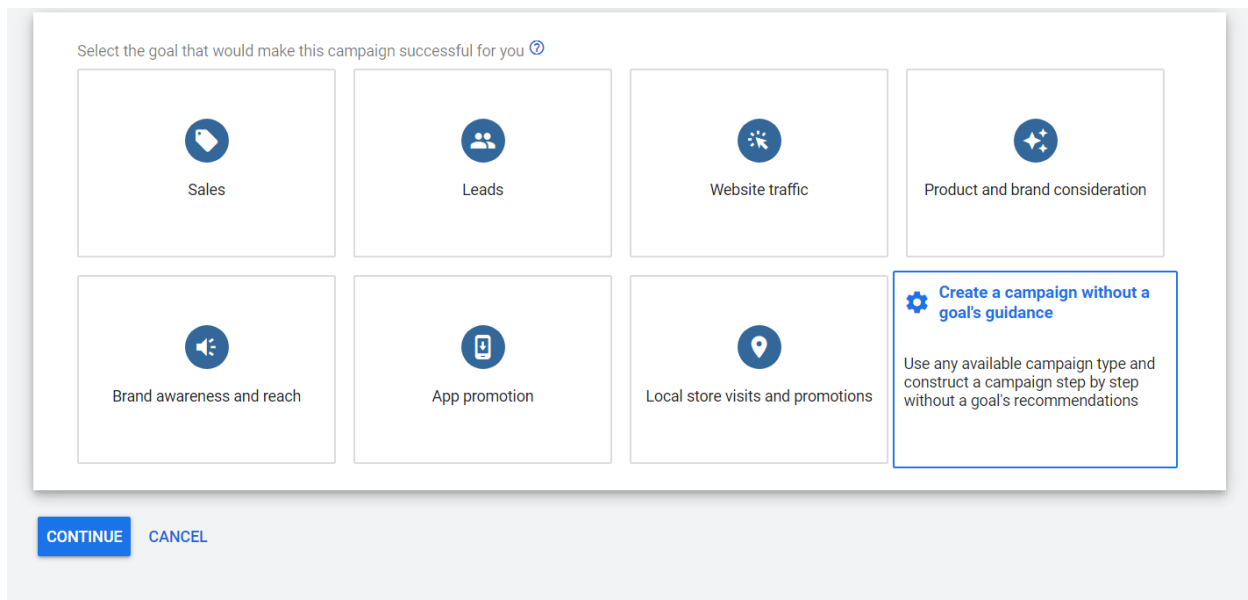


How can you create call me ads campaign?

Step 1:- Make login to your ads.google.com account left hand side click on campaigns then click on + icon and click on new campaign as shown below.



Step 2:- then choose "create a campaign without a goal's guidance"



Step 3:- select campaign type search as shown below

Select a campaign type 

 **Search**

Create text or call ads that show near search results from Google.com, on Google search partners sites and more

Display



Run different kinds of ads across the web

App



Drive app promotion across Google's networks

Smart



Reach your business goals with automated ads on Google and across the web

CONTINUE

CANCEL

Step 4:- Then you will see option Website visits, Phone calls , App Downloads Choose Phone Calls

Select the results that you want to get from this campaign ?

Website visits

Phone calls

India

Phone number

8149996597

?

Example: 074104 10123

App downloads

CONTINUE

CANCEL

Click on continue.

Step 5:-

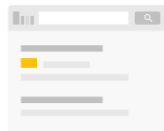
Enter your campaign name for example "my call lead Campaign " & choose networks as **search network** as shown below.

General settings

Type: Search

Campaign name My call lead campaign

Networks



Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

Include Google search partners ?



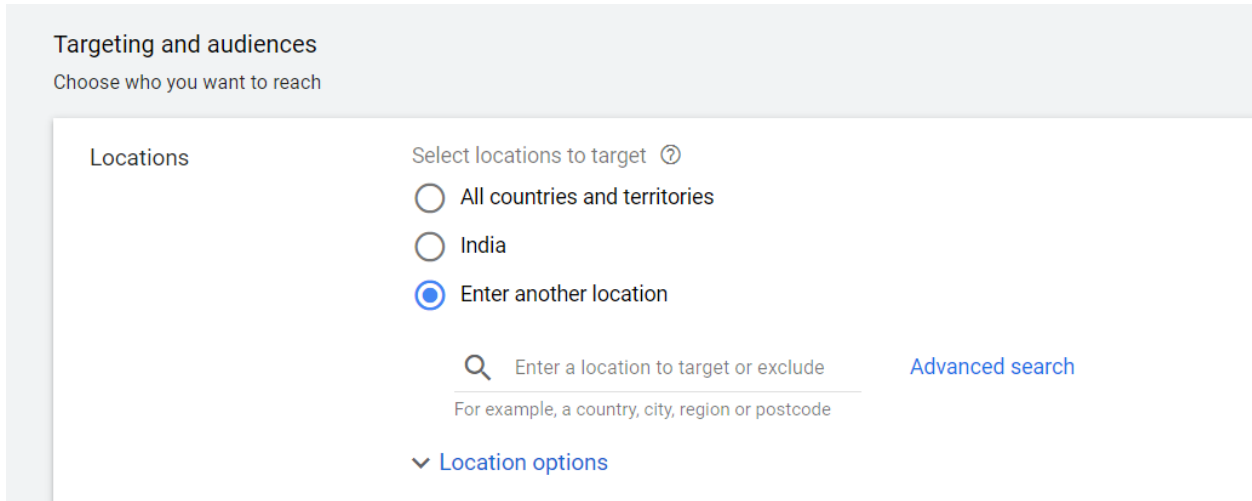
Display Network

Expand your reach by showing ads to relevant customers as they browse sites, videos and apps across the Internet

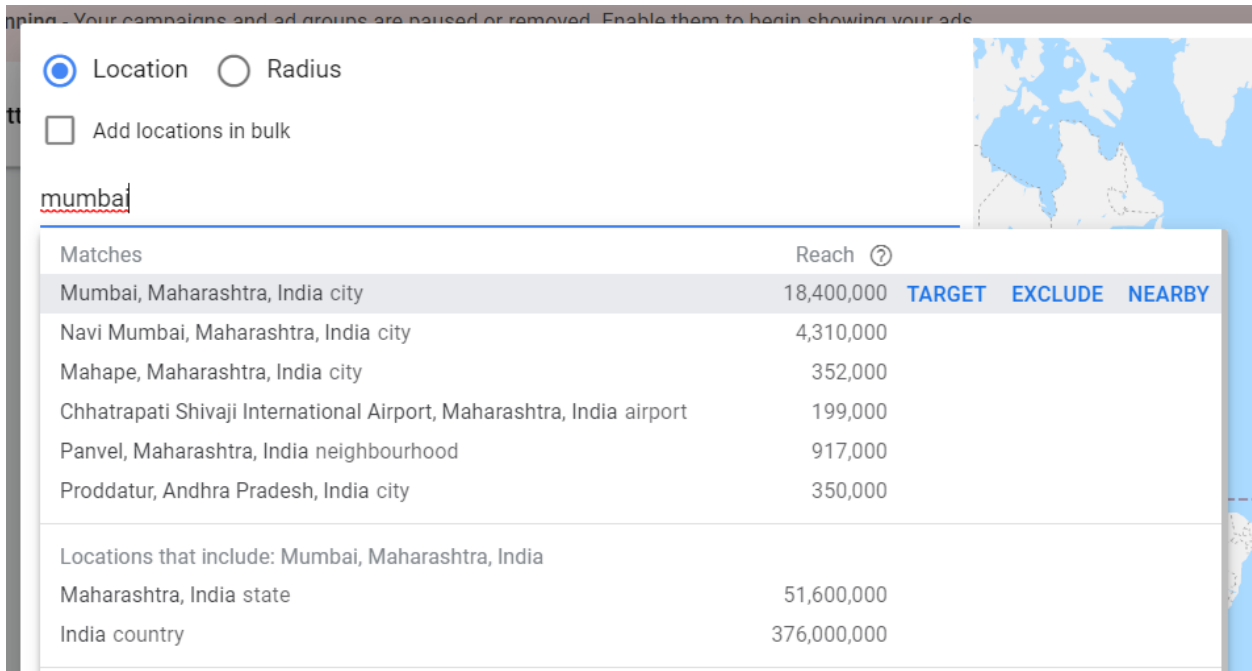
Include Google Display Network ?

! Don't miss the opportunity to reach more people across 3 million sites and apps

Step 6:- Under Targeting and audiences choose option Enter another location & Click on Advance search .



After it search your location for example you want to show your ads to Mumbai location then search Mumbai as shown below and click on Target.



And finally you will see your location added as shown below

Location Radius

Add locations in bulk

Enter a location to target or exclude

For example, a country, city, region or postcode

Targeted locations (1)	Reach ?	
Mumbai, Maharashtra, India city	18,400,000	×

CANCEL **SAVE**

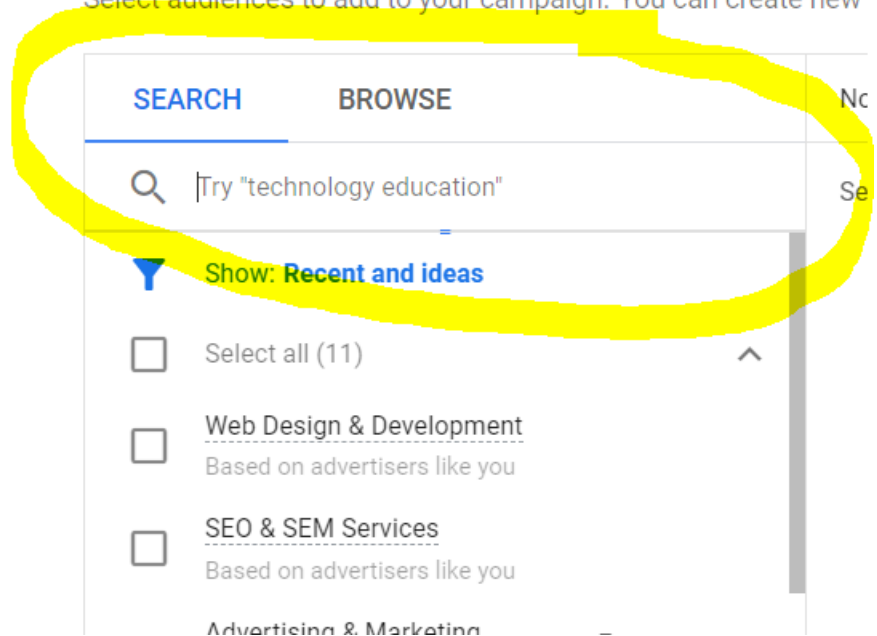
Click on save.

Step 7:-

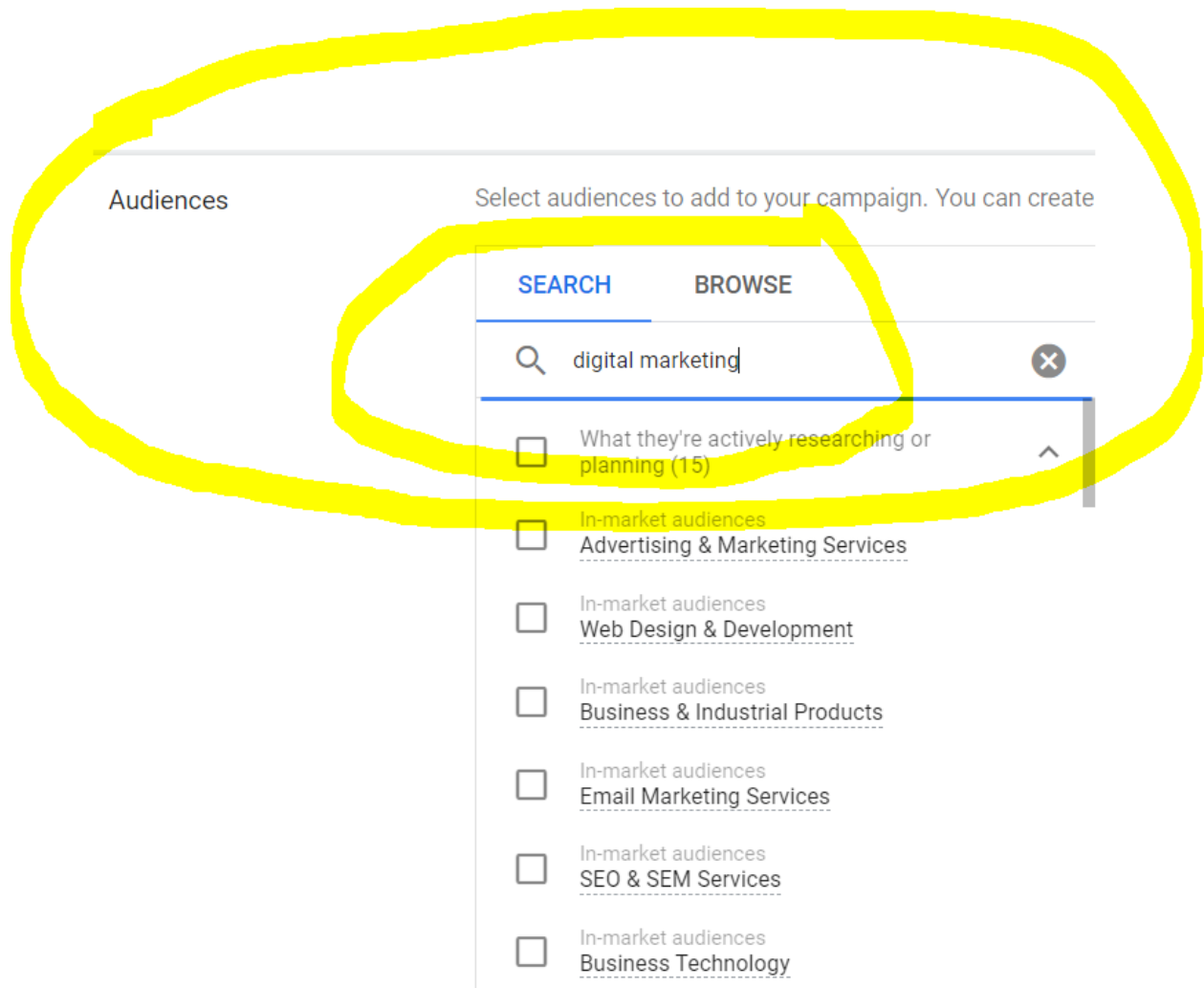
After it Click on audience then you will see following options

Audiences

Select audiences to add to your campaign. You can create new



under search type your relevant topics and press enter button as shown below you will get list as shown below.



Select your relevant list according to your business as shown below

SEARCH BROWSE

4 selected CLEAF

digital marketing

- What they're actively researching or planning (15)
- In-market audiences Advertising & Marketing Services
- In-market audiences Web Design & Development
- In-market audiences Business & Industrial Products
- In-market audiences Email Marketing Services
- In-market audiences SEO & SEM Services

In-market audiences

Business Services Advertising & Marketing Services

Business Services > Business Technology > Web Services Web Design & Development

Business & Industrial Products

Business Services > Advertising & Marketing Services SEO & SEM Services

Step 8:-

After it enter your daily budget

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget Enter the average you want to spend each day

₹ 500.00

Step 9:- then under bidding click on link "or, [select a bid strategy directly \(not recommended\)](#) as shown below.

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign

Set a target cost per action

✔ This campaign will use the **Maximise conversions** bid strategy to help you get the most conversions for your budget

Or, select a bid strategy directly (not recommended)

After it select bid strategy as Manual CPC

Bidding

[Back to previous bidding options](#)

Select your bid strategy ⓘ

Automated bid strategies

Target CPA

Target ROAS

Maximise clicks

Maximise conversions

Maximise conversion value

Target impression share

✓ [Show more settings](#)

Manual bid strategies


Manual CPC

After it you will see as shown below

Bidding

[Back to previous bidding options](#)

Select your bid strategy [?](#)

Manual CPC 

Help increase conversions with Enhanced CPC [?](#)

Optimise for conversions

Optimise for conversion value

Step 10:- after it click on Save and Continue.

Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions


Add additional links to your ad

Callout extensions

Add more business information to your ad

Call extensions

8149996597

 Based on your selection, a call extension has automatic

 [Ad extension](#)

SAVE AND CONTINUE

Step 11:- after it you will see option to enter your ad group , enter your ad group name for example “my digital marketing service” & default bid amount as 5rs as shown below.

Set up an ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus on

Ad group name

my digital marketing service


Default bid [?]


₹ 5

After it enter your keywords list as shown below.

Keywords

Find relevant keywords by describing what you're advertising in this ad group

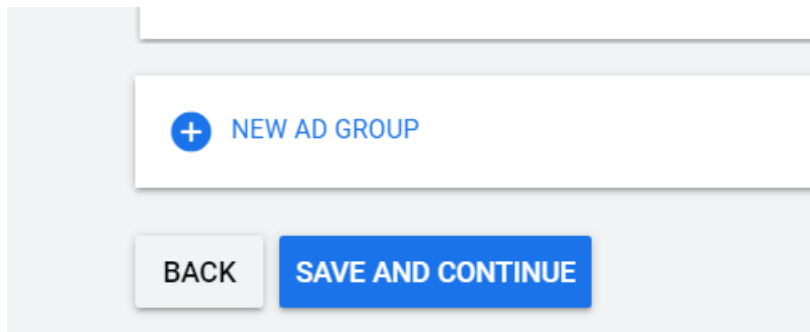
 Enter related web page URL

 Enter products or services

Keywords are words or phrases that are used to match your ads with the terms people

digital marketing services in mumbai
digital marketing company in mumbai
digital marketing agency

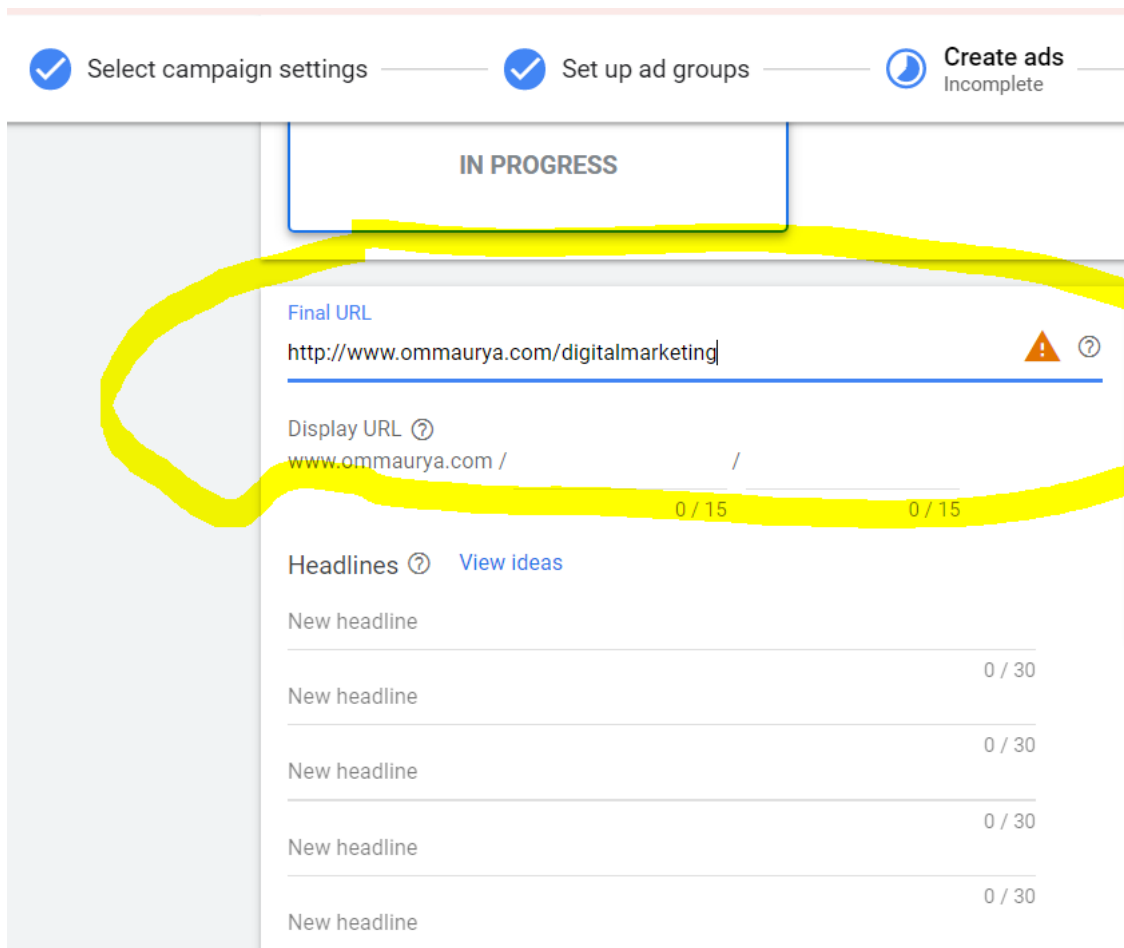
And finally click on save and continue as shown below.



Step 12:-

After it you will see options to create ads under it enter your website page url where your product and services details are given according to your customer requirement.

For example :- final url = ommaurya.com/digitalmarketing as shown below.



After it enter your three headlines & description which is attractive focus on user benefits as shown below.

Headlines [?](#) [View ideas](#)

Digital marketing services

Check Our Reviews 26 / 30

100% result satisfaction 17 / 30

New headline 24 / 30

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

ADD HEADLINE

Descriptions [?](#) [View ideas](#)

Are you looking for seo , googel ads ppc, lead generation to grow your busines

want to level up your online marketing growth with seo , google ads , facebook 79 / 90

After it click on save and continue as shown below.

BACK SAVE AND CONTINUE