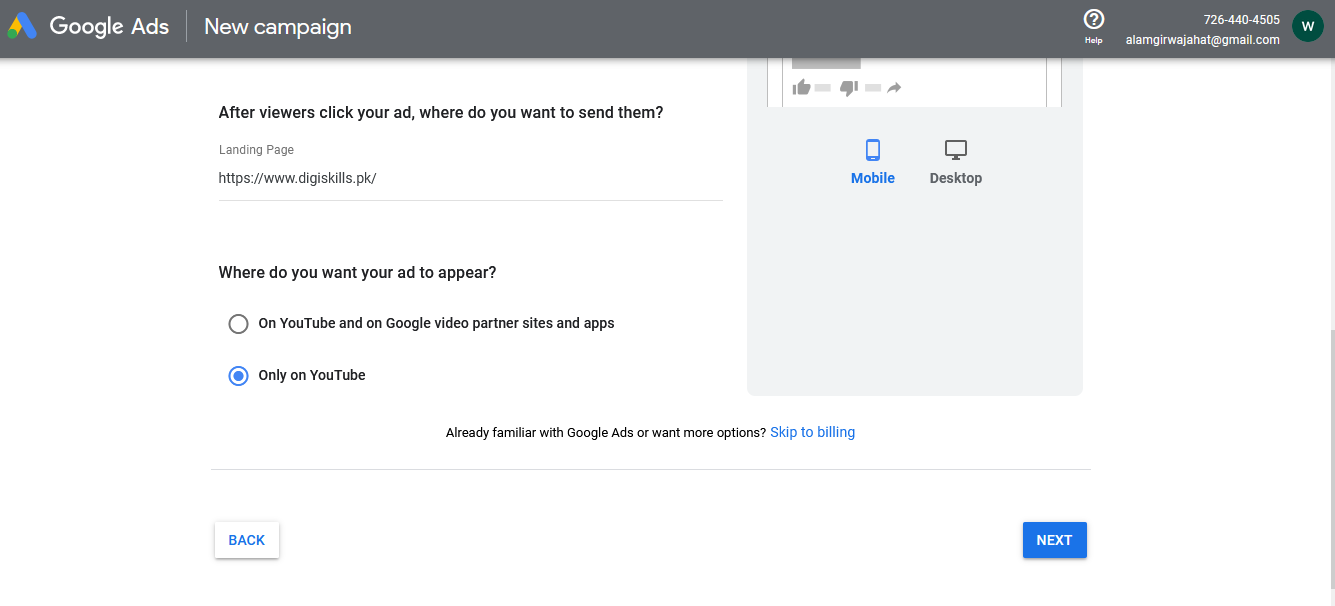
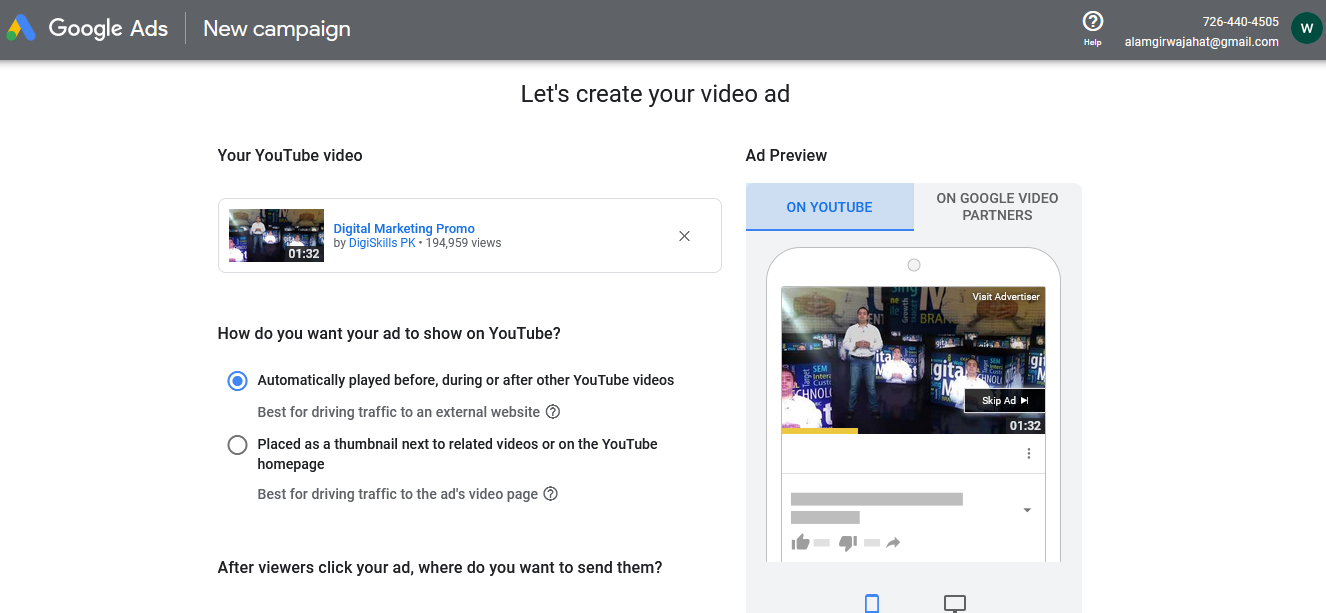
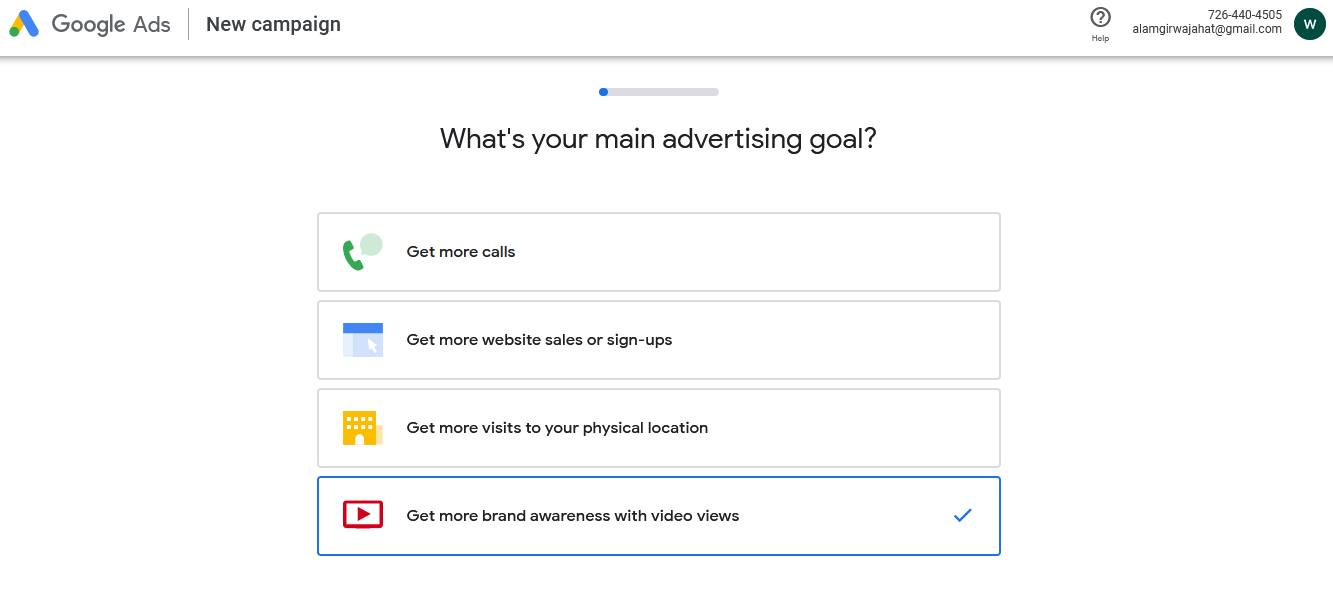
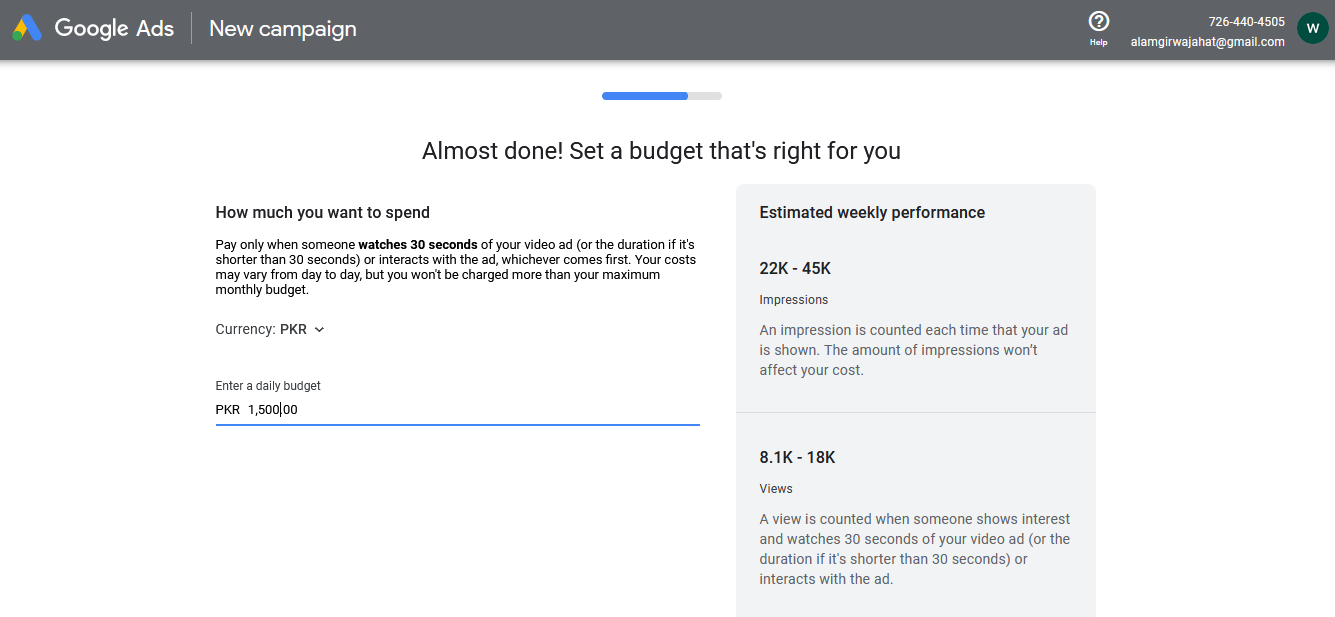
*Submitted By: Mehak Alamgir*

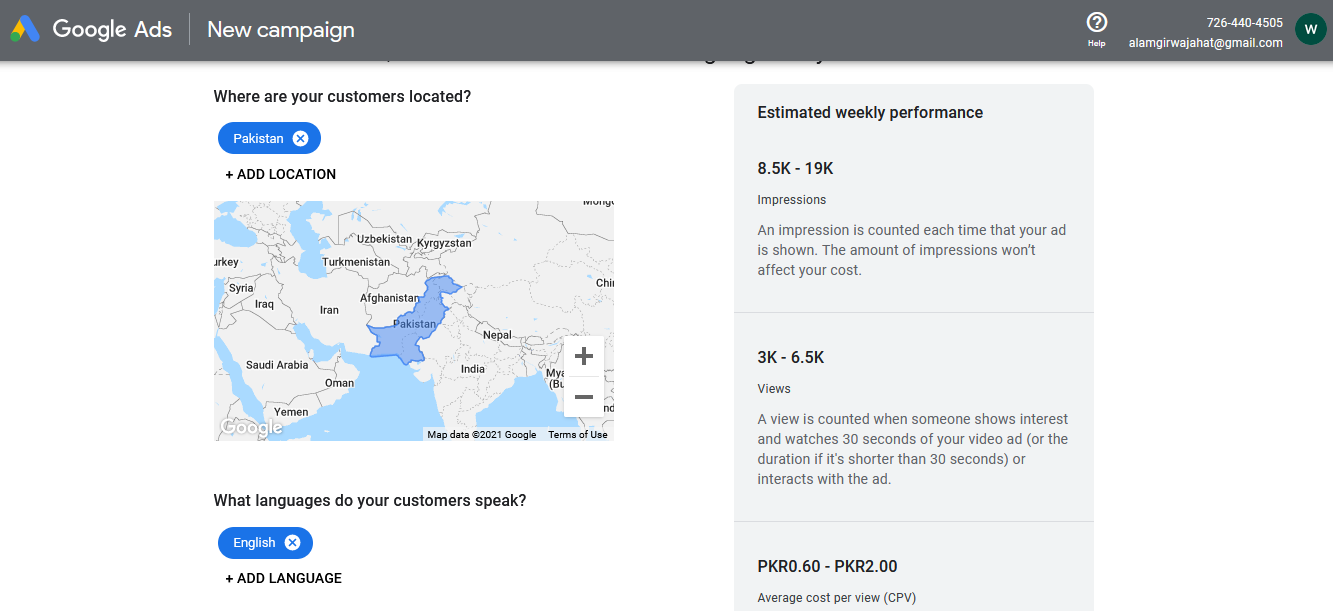
*Digital Marketing Exercise 3 Batch 11*

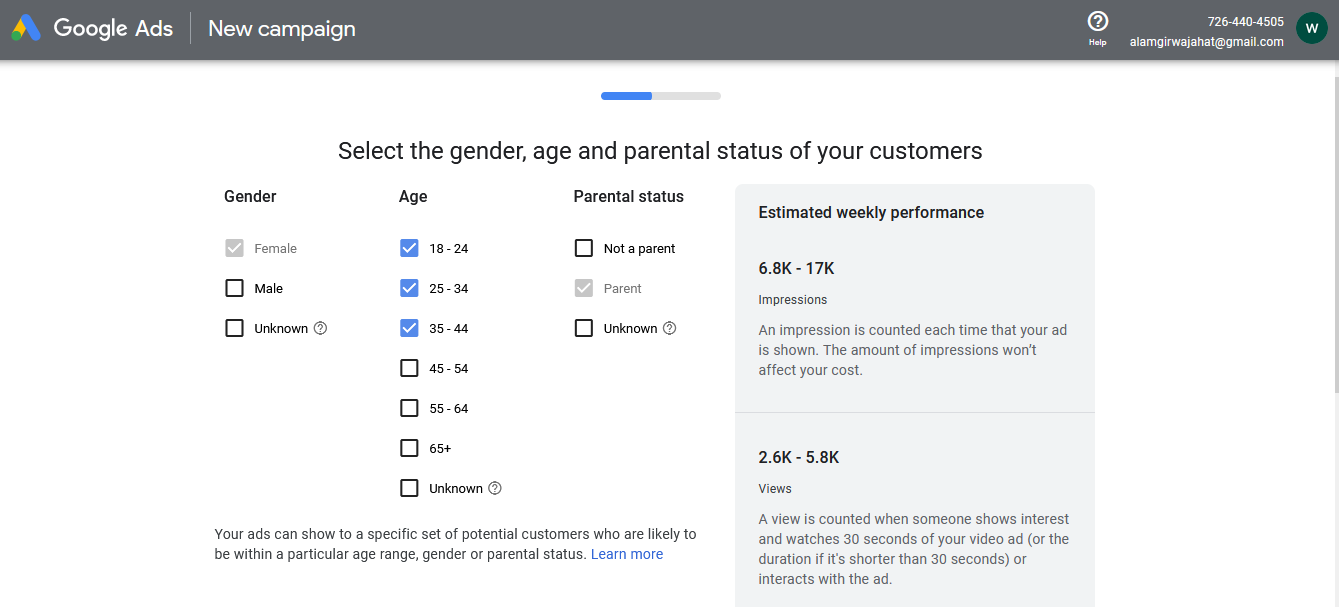
***Scenario:*** *An online training institute in Pakistan has hired you to run paid ad campaigns on YouTube. They have asked you to reach and engage viewers of Pakistan by creating a video ad with the goal of “Reach”. They want their ads to be appear only on YouTube network. The monthly budget for this campaign is Rs. 15,000 and you are required to perform the following tasks.****Tasks:*** *1. Create a campaign using Google Ads as per the scenario.*

 *2. Add “Budget” and select relevant “Network” based on the scenario.*

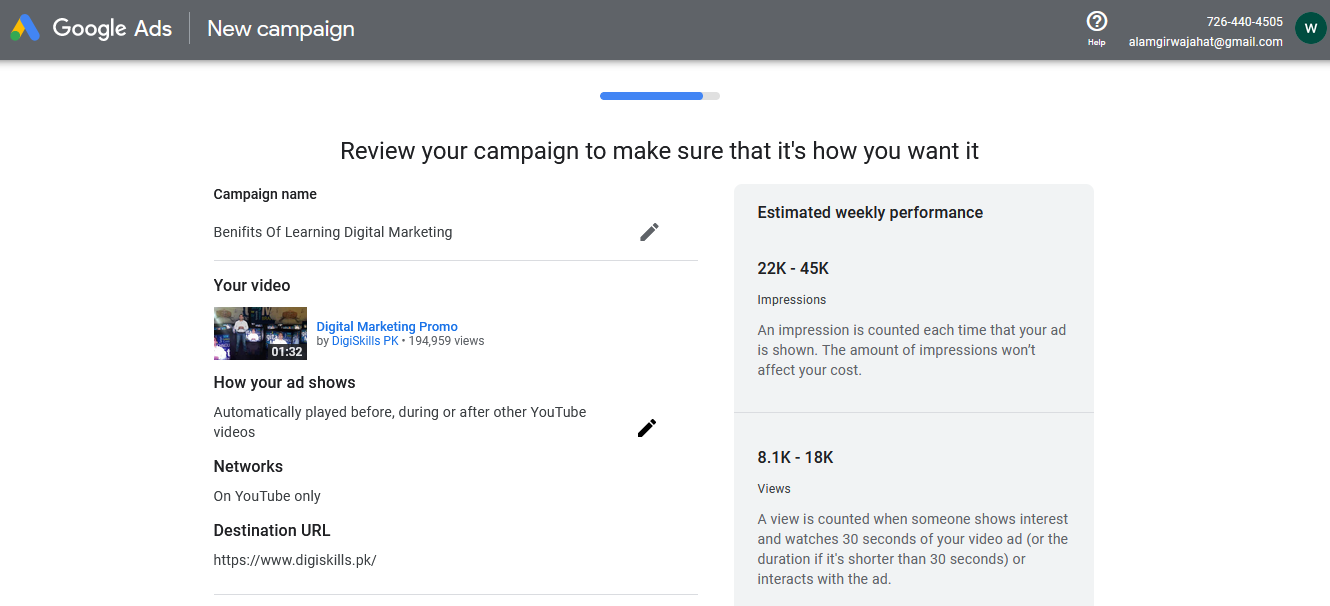


*3. Add demographics as per the scenario.*





*4. Add relevant Keywords, Topics and Placements.*

 *5. Use the provided video link and website URL and select a relevant call to action button.*

