

# Overview

- Adobe's product offerings are usually categorized, featuring sections for Creative Cloud, Document Cloud, and Experience Cloud. emphasizing its comprehensive suite of creative tools, document management solutions, and marketing technologies.
- With a focus on user engagement, Adobe provides educational resources, free trials, and a vibrant creative community where users can showcase their work and participate in challenges.
- Adobe commits to innovation, offering responsive design and up-to-date information on product features, pricing, and corporate details.
- It serves as a hub for professionals, students, and businesses seeking cutting-edge digital solutions and creative inspiration.

# Our campaign goal is to increase online visibility and drive organic traffic to Adobe website by 25% within the next three months.

- Target Audience:

- Both male and female.
- Location: Canada
- Age: 18 – 55
- Target setting: Observation

=> S.M.A.R.T Goal: Increase organic website traffic by 25% within three months by optimizing online visibility through targeted keyword, enhancing brand awareness, and providing relevant content to the target audience.

# Campaign Name: Adobe Canada Winter 2023 – Unlock Your Creative Horizons

*This campaign inspires immense creativity and suggests that Adobe's tools will help empower and unchain users' creativity, encouraging target customer explore exciting new horizons. The use of the word **Unlock** conveys a sense of freedom and empowerment, emphasizing the transformative impact that Adobe products can have on the creative process.*

- **Keyword Research: in our Appendix**

- **Ad Group:**

- Ad Group 1: Brand Awareness ([Appendix 1](#))
- Ad Group 2: Industry Focus ([Appendix 2](#))
- Ad Group 3: Our Specific Products/Service ([Appendix 3](#))

- **Match Types:**

- Broad Match: this type allow our ads to appear for a wide range of related searches, including variations and synonyms.
- Phrase Match: this type allows your ads to appear for searches that include a specific phrase or close variations of that phrase (for our brand awareness, products and services specific).

- **Budget Allocation:**

- Ad Group 1: \$2,250 per month (initially)
- Ad Group 2: \$1,125 per month (initially)
- Ad Group 3: \$1,125 per month (initially)

=> The campaign will run in 3 months, which the total budget will be \$14,175. (See our budget detailed [here](#))

# Ad Group 1: Brand Awareness

## Responsive Ad 1: Creative with Adobe

### Headlines:

- Unlock Your Imagination
- Craft with Adobe's Tools
- Explore Creative Excellence

### Descriptions:

- Discover Adobe's tools to unlock your full creative potential.
- Create your artwork with industry-leading software designed for creative professionals.
- Turn your ideas into reality with Adobe's cutting-edge creative solutions.

## Responsive Ad 2: Adobe Massive Offers

### Headlines:

- Exclusive Deals from Adobe
- Special Offers Await You
- Unlock Creative Discounts

### Descriptions:

- Explore Adobe's exclusive deals our creative software.
- Get access to unique offers Adobe's premium tools.
- Unlock creative possibilities with limited-time offers on Adobe's top-rated software.

## Responsive Ad 3: Adobe - The Creative Hub

### Headlines:

- Your Creative Journey Starts Here
- Trusted by Creatives Worldwide
- Adobe - The Creative Hub

### Descriptions:

- Start the creative journey with Adobe
- Join millions of creatives who trust Adobe for their design and innovation needs.
- Adobe is the ultimate creative hub, powering your ideas and projects to new heights.

## Ad Group 2: Industry Focus

### Responsive Ad 1: Adobe - Innovate with Us

#### Headlines:

- Adobe - Innovate and Create
- Leading Digital Innovation
- Industry Pioneering

#### Descriptions:

- Innovate and create with Adobe, the leader in digital design and innovation.
- Join the forefront of digital innovation with Adobe's pioneering solutions.
- Explore industry-leading tools and stay ahead with Adobe's cutting-edge technology.

### Responsive Ad 2: Adobe - Your Digital Companion

#### Headlines:

- Adobe - Your Digital Partner
- Digital Excellence Awaits
- Choose Adobe for Success

#### Descriptions:

- Transform your digital experience with Adobe, your trusted partner in innovation.
- Digital excellence awaits you with Adobe's comprehensive suite of tools.
- Choose Adobe for unparalleled digital success and stay ahead of the competition.

### Responsive Ad 3: Creative Freedom with Adobe

#### Headlines:

- Unlock Creative Freedom
- Adobe - Your Creative Playground
- Endless Possibilities Await

#### Descriptions:

- Experience creative freedom like never before with Adobe's diverse range of tools.
- Adobe is your creative playground, offering endless possibilities for innovation.
- Discover new dimensions of creativity with Adobe's cutting-edge software.

# Ad Group 3: Specific Products/Service

## Responsive Ad 1: Adobe Photoshop - Master Your Art

### Headlines:

- Master Your Art with Photoshop
- Create with Adobe Photoshop
- Digital Perfection with Adobe

### Descriptions:

- Unlock the power of artistic expression with Adobe Photoshop.
- Create magic with every stroke – Adobe Photoshop, the ultimate solution for artists.
- Craft perfection with Adobe Photoshop, the industry-standard for creative professionals.

## Responsive Ad 2: Adobe Creative Cloud - Boost Your Workflow

### Headlines:

- Elevate Your Workflow
- Find Your Creative Potential
- Adobe Creative Cloud

### Descriptions:

- Transform your creative workflow with Adobe Creative Cloud.
- Unleash your creative potential with Adobe Creative Cloud's comprehensive tools.
- Adobe Creative Cloud is your gateway to unparalleled creativity.

## *Responsive Ad 3: Adobe Illustrator - Precision Design*

### Headlines:

- Precision Design with Vectors
- Master Design with Illustrator
- Layouts and Logos by Adobe

### Descriptions:

- Achieve precision in every design with Adobe Illustrator, the tool for detailed artwork.
- Master the art of design with Adobe Illustrator, your go-to software for design mastery.
- Craft detailed and captivating art with Adobe Illustrator's powerful design features.

# Our Budget Allocation

- The campaign will run in 3 months.
- We allocate \$150 a day for 3 ads, which \$75 for Brand Awareness, \$37.5 for Industry Focus, and \$37.5 for Specific Products/Services.
- The incremental budget increase 5% from the second month, and 10% for the last month to boost the ads further.
- The total budget for this ad campaign will be \$14,175.

Budget Estimated and Allocation			
Ad Groups	Brand Awareness	Industry Focus	Specific Products/Services
First Month	\$2,250	\$1,125	\$1,125
Change %	5%		
Second Month	\$2,363	\$1,181	\$1,181
Change %	10%		
Third Month	\$2,475	\$1,238	\$1,238
Total Each Ad Group	\$7,088	\$3,544	\$3,544
Total Ad Campaign	\$14,175		

# Appendix 1. Brand Awareness

"best portfolio websites"  
"best design apps"  
"free graphic design software"  
"free website design software"  
"motion graphics design"  
"website design tool"  
"online infographic maker"  
"ui design tools"  
"ai design tools"  
"vector image creator"  
mockup creator  
"animated logo maker"  
"poster creator online"  
"clipping mask indesign"  
"color wheel designs"  
design trial  
"free graphic design software"  
"free indesign trial"

"" = Phrase match

Keywords in this list cover a wide range of user needs that can be solved by Adobe's tools and services. A mix of high and low CPC keywords are used.



# Appendix 2. Industry Focus Keyword

app design  
software designing  
"logo design website"  
"ui design software"  
"ux design software"  
"app interface design"  
"app ui design"  
"company logo maker"  
"generate logo online"  
"logo creation software"  
"business logo maker"  
"business logo creator"  
"ui design tools"  
"ux design tools"  
"logo maker online"  
"online banner maker"  
"computer aided design software"  
"adobe merge pdf"  
"converter word to pdf adobe"  
"adobe logo creator"  
"adobe logo maker"

"" = Phrase match

Keywords in this list are business oriented, likely to be used by industry professionals, contract workers or those interested in working professionally in design. A mix of high and low CPC keywords are used.

# Appendix 3. Products/Service Keywords

"free graphic design software"  
"free website design software"  
adobe pdfreader  
photoshop student  
"adobe student creative cloud"  
"adobe illustrator online"  
"adobe creative for students"  
"adobe edit pdf"  
"adobe cc for student"  
"custom logo creator"  
"online floor planner"  
"graphic design apps"  
graphic maker  
"label maker online"  
"online flyer maker"  
online poster

"" = Phrase match

These keywords are for specific Adobe products and other software. A mix of high and low CPC keywords are used.

# Keyword research

Informational	Search Vol	Navigational	Vol	Commercial	Vol	Transactional	Vol
computer aided design software	5000	adobe edit pdf	5000	best logo design software	500	free trial adobe indesign	500
poster maker online	500	adobe compress pdf	5000	best portfolio websites	500	free indesign trial	500
online website maker	500	adobe merge pdf	5000	best website design software	500	design trial	100
design my own logo	500	adobe combine pdf	5000	best graphic design software	500		
logo design website	500	adobe pdfreader	5000	best design apps	500		
online flyer maker	500	edit pdf documents adobe	5000				
label maker online	500	combining pdf files in adobe	5000				
online website creator	500	combine pdf documents adobe	5000				
custom logo creator	500	combine pdf with adobe	5000				
online banner maker	500	merge pdf on adobe	5000				
poster creator online	500	interface designer	5000				
stamp maker online	500	graphic design software	5000				
flag maker online	500	graphic design program	5000				
design own logo	500	adobe convert pdf to word	500				
online poster	500	converter word to pdf adobe	500				
cool logo maker	500	pdf to word using adobe	500				
generate logo online	500	adobe logo maker	500				
online flyer	500	adobe illustrator online	500				
online floor planner	500	adobe logo creator	500				
online solidworks	500	adobe student plan	500				
online infographic maker	500	adobe student	500				
stamp creator online	500	adobe student creative cloud	500				
online vision board maker	500	adobe creative for students	500				
onlinelogomaker	500	adobe cc for student	500				
animated logo creator	500	photoshop student	500				
vector image creator	500						
online illustrator	500						
infographic creator	500						