

Google Ads Campaign Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans a Google Ads program — campaign types, account structure, keyword themes, budgets, bidding and ad copy angles — mapped to the client goal. Use it before building the account. For a broken account use the Performance Audit.

Purpose of this tool & output

Plan a Google Ads account and campaign structure

How the output is used

Use it to plan a Google Ads account and campaign structure — search, display and intent mapping before you spend.

Important cautions

Optimise with live data; costs vary by auction.

Companion documents

- Digital Marketing Strategy
- Meta Ads Campaign Plan
- Paid Media Performance Audit
- Landing Page Copywriter
- Conversion (CRO) Audit
- Remarketing / Retargeting Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.