




GDN Marketing Checklist for Beginners

Checklist Items:

1. Create or log into your Google Ads account.
2. Define clear goals for your campaign (e.g., brand awareness, lead generation, sales).
3. Choose "Display" as your campaign type.
4. Set your daily budget and bidding strategy.
5. Select target locations and languages.
6. Define your audience based on demographics, interests, or behaviors.
7. Design engaging display ads with high-quality visuals and compelling text.
8. Set up remarketing lists to target previous visitors.
9. Review all campaign details before publishing.

10.  Monitor performance using Google Ads analytics and refine as needed.
11. This checklist provides a clear, actionable pathway to ensure you don't miss any critical steps while launching your GDN marketing campaign.

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