

Project: PPCA Campaign Development Project

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1. Target Demographic Profile:

Age: 18-45

Location: Montreal, Quebec

Gender: Even split (Male/Female)

Interests: Mexican food, quick & casual dining, lunch deals, food delivery, local businesses

Lifestyle:

- Busy professionals
- Students
- Families
- individuals seeking convenient and affordable lunch options.

Device: Mobile (high usage during lunch break), Desktop (potential for researching menu options before ordering).

2. Keywords (English & French):

Primary Keywords (English):

- tacos montreal
- mexican restaurant montreal
- lunch montreal
- taco truck montreal
- tacos near me
- mexican food montreal
- cheap tacos montreal
- tacos delivery montreal
- taco deals montreal
- best tacos montreal

Primary Keywords (French):

- tacos montreal
- restaurant mexicain montreal
- diner montreal
- camion de tacos montreal
- tacos près de moi
- nourriture mexicaine montreal
- tacos pas chers montreal
- livraison de tacos montreal
- offres de tacos montreal
- meilleurs tacos montreal

Secondary Keywords (English):

- mexican food delivery montreal
- taco restaurant montreal
- taqueria montreal
- taco menu montreal
- authentic mexican montreal
- lunch deals montreal
- cheap eat montreal
- best lunch montreal
- Montreal taco truck
- best taco truck montreal

Secondary Keywords (French):

- livraison de nourriture mexicaine montreal
- restaurant de tacos montreal
- taqueria montreal
- menu de tacos montreal
- mexicain authentique montreal
- offres de lunch montreal
- manger pas cher montreal
- meilleur lunch montreal
- camion de tacos montreal
- meilleur camion de tacos montreal

Negative (5):

- catering Keywords
- dinner
- breakfast
- free tacos
- Coupon

3. Search Ads:

English Version:

Headlines (15):

- Taco Bueno: Lunch in MTL
- Best Tacos Montreal: Taco Bueno
- Taco Truck: Lunch Deals MTL
- Craving Tacos? Taco Bueno!
- New Lunch Menu: Taco Bueno
- Delicious Tacos: Taco Bueno MTL
- Fast & Fresh: Taco Bueno Lunch
- Authentic Mexican: Taco Bueno
- Taco Delivery MTL: Taco Bueno
- Quick & Casual: Taco Bueno Lunch
- Tacos Near Me: Taco Bueno
- Authentic Mexican Tacos!
- Lunch Deals: Taco Bueno!
- Fast & Fresh Tacos Today!
- Montreal's Best Tacos!

Descriptions (4):

- Craving Authentic Mexican? Order now!
- Delicious Tacos & Burritos. Lunch Deals!
- Fast, fresh & affordable. Try our lunch menu!
- Free Chips & Salsa with every order!

Display URL:

<https://tacobueno1.wordpress.com/lunch/menu>

French Version:

Headlines (15):

- Taco Bueno: Déjeuner MTL
- Meilleurs Tacos MTL: Taco Bueno
- Camion Tacos: Offres Déjeuner

- Envie Tacos? Taco Bueno!
- Nouveau Menu Midi: Taco Bueno
- Tacos Délicieux: Taco Bueno MTL
- Rapide & Frais: Taco Bueno Midi
- Mexicain Authentique: Taco Bueno
- Livraison Tacos MTL: Taco Bueno
- Rapide & Décontracté: Taco Bueno Midi
- Tacos Mexicains Authentiques!
- Offres Midi: Taco Bueno!
- Tacos Rapides & Frais!
- Taco Bueno: Spéciaux Midi!
- Les Meilleurs Tacos Montréal

Descriptions (4):

- Envie de Tacos Mexicains? Commandez maintenant!
- Délicieux Tacos & Burritos. Offres Midi!
- Rapide, frais & abordable. Essayez notre menu midi!
- Croustilles & Salsa offertes gratuitement avec chaque commande!

Display URL:

<https://tacobueno1.wordpress.com/menu/déjeuner>

4. Landing Page:

Link: tacobueno1.wordpress.com

5. Screenshot of Ad Preview on Google Ads:

English Preview:

The screenshot displays the Google Ads Ad Preview interface. At the top, the 'Ads' section shows a navigation arrow, a tip: 'Try adding a few more unique headlines or unpinning some assets', and an 'Ad strength' indicator set to 'Good'. To the right, four optimization tips are listed with 'View ideas' links: 'Add headlines', 'Include popular keywords', 'Make headlines unique', and 'Make descriptions unique'.

The left sidebar contains three main sections:

- Final URL:** A text box contains 'https://tacobueno1.wordpress.com'. A note below states: 'This will be used to suggest headlines and descriptions'.
- Display path:** Shows the domain 'tacobueno1.wordpress.com' and two path segments: '/ lunch' (5 / 15 characters) and '/ menu' (4 / 15 characters).
- Headlines 15/15:** Includes a tip: 'For optimal ad performance, include these keywords in your headlines'. It lists five suggested keywords with green checkmarks: 'tacos near me', 'tacos montreal', 'mexican restaurant montreal', 'lunch montreal', and 'taco restaurant montreal'. A 'More Ideas' link is present. A text box at the bottom contains the headline: 'Taco Bueno: Lunch in MTL'.

The main 'Preview' area shows a mobile device view of the ad. The ad is titled 'Sponsored' and includes the URL 'tacobueno1.wordpress.com/lunch/menu'. The main headline is 'Taco Bueno: Lunch in MTL - Quick/Casual: Taco Bueno Lunch'. The body text reads: 'Craving Authentic Mexican? Order now! Fast, fresh & affordable. Try our lunch menu! Order Online for Delivery.' Below the text are three buttons: 'Services And Testimonials', 'About Us', and 'Blog Center'. A location pin icon indicates the address: 'Conroe - 2026 Interstate 45 North'.

At the bottom of the preview area, a disclaimer states: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)'

French Preview:

Ads

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent

- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)

Final URL

Final URL
https://tacobueno1.wordpress.com

This will be used to suggest headlines and descriptions

Display path

tacobueno1.wordpress.com

/ menu / déjeuner

4 / 15 8 / 15

Headlines 15/15

For optimal ad performance, include these keywords in your headlines

- ✓ [tacos montreal](#) ✓ [meilleurs tacos montreal](#)
- ✓ [diner montreal](#) ✓ [tacos près de moi](#)
- ✓ [offres de tacos montreal](#)

[More ideas](#)

Preview

Highlight ad

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

6. Answers to Questions:

1. What is your campaign's goal?

Increase Taco Bueno's customer base and sales during the lunch period by promoting its new lunch menu to potential customers in Montreal.

2. What KPIs will you focus on to ensure that your campaign reaches this goal?

- Website clicks
- Conversions (orders or requests for information)
- Cost per conversion
- Click-through rate (CTR)
- Impression share

3. Based on the available CPCs of your keywords, what budget would you recommend for this campaign?

Our campaign it is going to be run for 2 weeks

AD group French:

Average daily budget	Weekly conv.	Cost / Conv.	Weekly cost
CA\$56.52	96.8	CA\$4.09	CA\$395.64

Ad Group English:


Average daily budget	Weekly conv.	Cost / Conv.	Weekly cost
CA\$54.65	98.1	CA\$3.90	CA\$382.55

Plagiarism report:

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