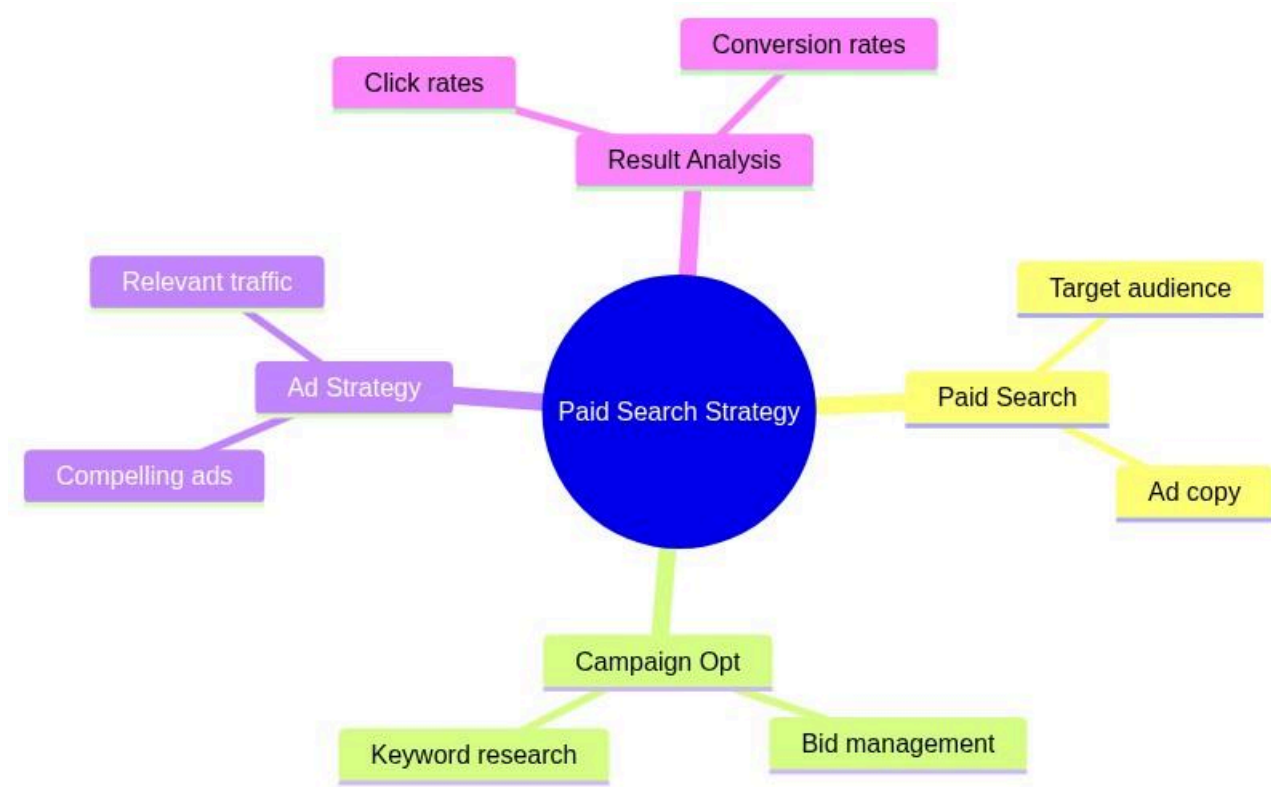


Paid Advertising and Campaign Management

# Paid Search Strategy



```

mindmap
    root((Paid Search Strategy))
        Paid Search
            Target audience
            Ad copy
        Campaign Opt
            Bid management
            Keyword research
        Ad Strategy
            Compelling ads
            Relevant traffic
        Result Analysis
            Click rates
            Conversion rates
    
```