

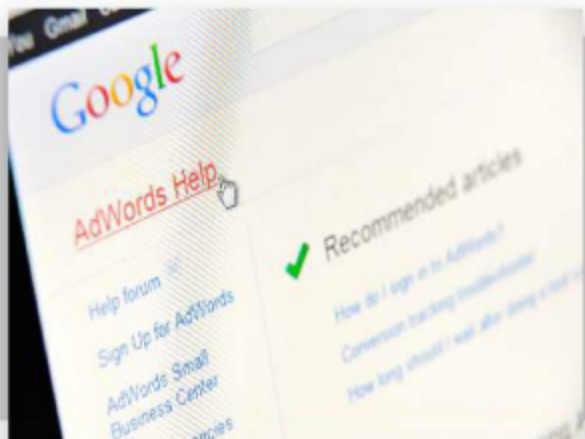
Daily Budget: **\$30**

Focused Keywords

- Home Automation
- Sound System Automation
- Automated Home Appliances
- Automated Home Security
- Automated Lightning System
- Home automation alarm system
- Home automation and security
- Home automation and security system
- Home automation alarm system
- Home automation and security
- Home automation and security system
- Home automation lighting
- Home automation solution
- Home lighting automation system
- Home lighting control systems
- Home automation system
- Complete home control
- Complete smart home system
- Full home automation system
- Home automation alarm
- Home automation alarm system
- Home automation and security
- Home automation and security system



- Home automation system installation
- Home automation system price
- Smart home wifi devices
- Smart home technology system
- Smart home technology products
- Smart home technology companies
- Smart house installation
- Smart house lighting system
- wireless automation systems
- Wireless home automation system
- Wireless home technology
- Wireless home lighting systems
- Wireless home lighting
- Wireless home devices
- Wireless home control
- Wireless smart home system
- Wifi smart home control
- Wifi home control system
- Wifi home control



OFFERS TO BE INCLUDED

- 1.5 Years Free customer Support (Since it involves technology so we can keep it in offer specially for aged people who are not tech savvy)
- Warranty on Products (Should be at least 10 years)
- 20-30% Off on Labour Installation or may be free if it's included in the product costing.

AD STRATEGY

- Targeting the broad modifiers Keywords as search volume is less if we go for exact match keywords.
- Home Automation and Security Systems are the most searched keywords after smart homes.
- Going product by product like automated (security systems, alarm systems, lightning systems, etc) in each ad group to capture more leads. We must have different landing pages for each product with product info with appropriate offer, specifications and technicalities.
- Having Different landing pages for every product which would help in getting maximum conversions
- Chat Process on the website (they already have one) to keep user engaged and collecting personal details for follow ups.