**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11921&utm_source=template-word&utm_medium=content&utm_campaign=PPC+Campaign+Strategy-word-11921&lpa=PPC+Campaign+Strategy+word+11921)PPC STRATEGY TEMPLATE**

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| **CAMPAIGN NAME** | |  | **CAMPAIGN NAME** | |
| NAME | |  | NAME | |
| **AD KEYWORDS** | **NEGATIVE KEYWORDS** |  | **AD KEYWORDS** | **NEGATIVE KEYWORDS** |
| Keywords | Keywords |  | Keywords | Keywords |
| **AD VARIATION A** | |  | **AD VARIATION A** | |
| **Headline 1** |  |  | **Headline 1** |  |
| **Headline 2** |  |  | **Headline 2** |  |
| **Description 1** |  |  | **Description 1** |  |
| **Description 2** |  |  | **Description 2** |  |
| **Path 1** |  |  | **Path 1** |  |
| **Path 2** |  |  | **Path 2** |  |
| **Final URL** |  |  | **Final URL** |  |
| **AD VARIATION B** | |  | **AD VARIATION B** | |
| **Headline 1** |  |  | **Headline 1** |  |
| **Headline 2** |  |  | **Headline 2** |  |
| **Description 1** |  |  | **Description 1** |  |
| **Description 2** |  |  | **Description 2** |  |
| **Path 1** |  |  | **Path 1** |  |
| **Path 2** |  |  | **Path 2** |  |
| **Final URL** |  |  | **Final URL** |  |

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| **CAMPAIGN NAME** | |  | **CAMPAIGN NAME** | |
| NAME | |  | NAME | |
| **AD KEYWORDS** | **NEGATIVE KEYWORDS** |  | **AD KEYWORDS** | **NEGATIVE KEYWORDS** |
| Keywords | Keywords |  | Keywords | Keywords |
| **AD VARIATION A** | |  | **AD VARIATION A** | |
| **Headline 1** |  |  | **Headline 1** |  |
| **Headline 2** |  |  | **Headline 2** |  |
| **Description 1** |  |  | **Description 1** |  |
| **Description 2** |  |  | **Description 2** |  |
| **Path 1** |  |  | **Path 1** |  |
| **Path 2** |  |  | **Path 2** |  |
| **Final URL** |  |  | **Final URL** |  |
| **AD VARIATION B** | |  | **AD VARIATION B** | |
| **Headline 1** |  |  | **Headline 1** |  |
| **Headline 2** |  |  | **Headline 2** |  |
| **Description 1** |  |  | **Description 1** |  |
| **Description 2** |  |  | **Description 2** |  |
| **Path 1** |  |  | **Path 1** |  |
| **Path 2** |  |  | **Path 2** |  |
| **Final URL** |  |  | **Final URL** |  |

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