

Marketing & Advertising / Google Ads

Design a non-competing campaign structure with branded, competitor, non-branded commercial, and informational campaigns — including budget allocation and negative keyword cross-matching.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Account Structure, Campaign Planning, Google Ads Architecture

Updated: May 2026

Why This Prompt Exists

Most Google Ads accounts fail because campaigns compete against each other.

You get:

- branded campaign bidding against your own non-branded campaign
- competitor campaign stealing clicks from your own brand terms
- no budget separation — so top-of-funnel eats bottom-of-funnel budget
- match type chaos — broad match keywords in every campaign
- no negative keyword cross-matching — campaigns cannibalize

But campaign structure is not folder organization.

It is auction strategy.

- Branded campaigns protect your name (highest ROI, lowest CPC)
- Competitor campaigns capture comparison shoppers
- Non-branded commercial campaigns target buyers ready to purchase
- Non-branded informational campaigns build awareness

Without structure, you bid against yourself.

This framework forces AI to be an account architect who prevents internal competition.

The Prompt

Assume the role of a Google Ads account architect who builds campaigns that don't compete with each other.

Your task is to design a non-competing campaign structure.

Generate a blueprint with FOUR campaigns:

CAMPAIGN 1 – BRANDED

- Goal: Protect your name
- Keywords: [your brand name], [brand + product]
- Budget allocation: %
- Match type: Exact and phrase only
- Landing page: Homepage or branded landing page

CAMPAIGN 2 – COMPETITOR

- Goal: Capture comparison shoppers
- Keywords: [competitor names], [competitor vs you]
- Budget allocation: %
- Match type: Exact and phrase
- Landing page: Comparison page or your best product page

CAMPAIGN 3 – NON-BRANDED COMMERCIAL

- Goal: Capture high purchase intent
- Keywords: "buy [product]," "best [product]," "[product] reviews"
- Budget allocation: %

- Match type: Phrase and exact
- Landing page: Product page with pricing

CAMPAIGN 4 – NON-BRANDED INFORMATIONAL

- Goal: Top-of-funnel awareness
- Keywords: "what is [product]," "how to [solve problem]"
- Budget allocation: %
- Match type: Phrase and broad (with negatives)
- Landing page: Educational content

PLUS:

- Negative keyword cross-match list (prevent campaigns from competing)

INPUTS:

Your Brand Name:

[INSERT]

Your Product or Service:

[DESCRIBE]

Main Competitors (list 2-3):

[INSERT]

Monthly Budget:

[INSERT \$]

Top-of-funnel Content Available?:

[YES / NO – if no, skip informational campaign]

RULES:

- Branded campaign budget: allocate 10-20% (highest ROI, lowest CPC)
- Competitor campaign budget: allocate 10-15%
- Non-branded commercial: allocate 50-60% (primary revenue driver)
- Informational: allocate 10-15% (if content exists)
- Add [your brand name] as a negative keyword in competitor and non-branded campaigns
- Add competitor names as negative keywords in branded campaign

How To Use It

- Branded campaigns are your highest ROI — protect them with exact match only.
- Competitor campaigns work best when your product is clearly better (or cheaper).
- Never run competitor campaigns if your brand is unknown — it sends traffic to competitors.
- Add negative keyword cross-matches before launching campaigns.
- Revisit structure every 6 months as your product and competitors change.

Example Input

Your Brand Name: DeskFlow

Your Product or Service: Project management software for small teams (\$29/user/month)

Main Competitors: Asana, Monday.com, Trello, ClickUp

Monthly Budget: \$10,000

Top-of-funnel Content Available?: Yes (blog posts about productivity, remote work, team collaboration)

Why It Works

Most accounts fail because campaigns compete, not complement.

This framework improves outcomes by forcing:

- branded campaign protection (highest ROI)
- competitor campaign capture (comparison shoppers)
- non-branded commercial targeting (revenue driver)
- informational awareness (top-of-funnel)
- negative keyword cross-matching (no cannibalization)

Great account structure doesn't just organize keywords — it allocates budget by intent.

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