

For the paid search campaign strategy for From Bariatric to Bodybuilder, the focus would be targeting individuals in the early stages of their fitness journey post-bariatric surgery or those looking for support in building muscle after significant weight loss. The key to a successful campaign is selecting keywords that reflect this audience's specific needs and goals. Examples of high-intent keywords include phrases such as "post-bariatric workout," "Bariatric surgery fitness plan," "Build muscle after weight loss surgery," "Fitness after gastric bypass," "Strength training after bariatric surgery," and "Body transformation post-surgery." Based on research, the cost per click (CPC) for these terms would range from \$1.50 to \$2.30, depending on the level of competition and region (Word Stream, 2023; Google Ads Keyword Planner, 2023).

The sample search results would be designed to capture attention with clear and direct messaging. For example, one ad header could read, "Transform Your Body After Bariatric Surgery," with the description emphasizing expert-guided fitness plans for muscle building after surgery. Another could be titled "Post-Bariatric Strength Training Made Easy," with a description highlighting safe and effective workouts tailored for post-surgery recovery. Finally, an ad like "From Bariatric to Bodybuilder – Your Path to Strength" would emphasize the community aspect and the opportunity for individuals to rebuild their bodies and confidence. Each ad would speak directly to this audience's core challenges and aspirations.

This strategy is optimal because it targets a niche audience actively seeking solutions during a pivotal moment in their health journey. Using highly specific and relevant keywords makes the ads more likely to reach potential customers ready to engage and invest in their fitness transformation. The targeted nature of this approach keeps the cost-per-click manageable while ensuring the traffic driven to the site is highly relevant, increasing the chances of conversion. By addressing the unique needs of bariatric patients, this campaign would likely result in a positive return on investment (ROI), as it aligns with the specific goals of individuals motivated to improve their fitness and health.

## References

Google Ads Keyword Planner. (2023). Google Ads. Retrieved from <https://ads.google.com/home/tools/keyword-planner/>

Word Stream. (2023). Average cost per click (CPC) in Google Ads by industry. Retrieved from <https://www.wordstream.com/blog/ws/2021/05/27/google-ads-industry-benchmarks>