AdWords Business Post-Campaign Report – Neologic

Executive Summary

Executive Summary – Google AdWords

Campaign Overview: Neologic (http://neologicit.com/) is an IT consulting/staffing firm and was founded by 'Pranati Karan' in October 2015. Located in McKinney, Texas, it aims to target the IT industry in US as well as India. It's a startup run by a small team of 8-10 people. Primary objective of the campaign was to increase the brand awareness and the online presence of the company, while the secondary goal was to reach new potential IT clients and professionals interested in working for SAP IT projects. The AdWords campaign for Neologic lasted for about 23 days (11th April – 3rd May) with a total budget of $255.23. The team created 4 campaigns, 7 Ad Groups, 205 keywords.

Key Results: The campaign generated a total of 105,681 impressions, 1,452 clicks at an average CPC of USD 0.18 and a CTR of 1.37% for Google AdWords.

	Impressions	Clicks	CTR	CPC
Goal	35,000	300	0.86%	$0.15- $0.20
Achieved	105,681	1,452	1.37%	$0.18

Table 1: Campaign Goals and Results

Conclusions: The campaign was a success in terms of both native AdWords metrics and Conversion value. The 23-day period of the campaign taught us that running a successful campaign in all about optimization. It is important to observe the report and the cause and effects of the changes and optimize the future solutions accordingly.

Future Marketing Recommendations: Based on the Campaign results, it is highly recommended that Neologic continues to use Google Analytics and AdWords to promote their business with a higher budget. We would recommend Neologic to have a more client centric approach and improve their website adding more relevant content.

Executive Summary – Facebook

Campaign Overview: The Facebook campaign was primarily focused on brand awareness. Initially, 1 campaign was created, however based on the Facebook suggestions the team created a total of 5 campaigns with 1 Ad in each. We also added the 'Contact Us' feature in the Ads. The campaign ran for 12 days (20th April – 3rd May) with a total budget of $128.06.

Key Results: The campaign generated a reach of 22,427, with 28,786 impressions 29 link clicks with an average CPC of $1.08. The campaign performed best on April 23rd where a reach of 3,208 was generated with 3,253 impressions with a cost of $4.62 per thousand people reached. According to the demographics approximately 60% men and 39% women were reached by the campaign. Of which, the men in the age group of 25-34 had the maximum reach (19%) and the women in the age group of 18-24 had the maximum reach (14%) respectively.

Conclusions: The campaign metrics exceeded both our expectation and target. The objective of increasing the brand awareness and the social media presence for Neologic was met in the 12 days' campaign.

Campaign Name	Reach ⓘ	Fre... ⓘ	Cost ... ⓘ	Amount Spent ⓘ	Ends ⓘ	Clicks (... ⓘ	CT... ⓘ	CPC (... ⓘ	Impress... ⓘ
Brand awareness	20,511	1.27	$0.04 Per Estima…	$52.09	Ongoing	33	0.13%	$1.58	25,962
BA1	632	1.02	$0.83 Per Post E…	$35.00	Apr 28, 2017	49	7.60%	$0.71	645
BA2	377	1.02	$1.82 Per Post E…	$20.00	Apr 28, 2017	14	3.65%	$1.43	384
BA3	1,070	1.00	$2.00 Per Link C…	$13.98	Apr 30, 2017	11	1.02%	$1.27	1,075

Fig1: Results from Facebook Campaign

Future Marketing Recommendations: Social Media is a great platform to increase awareness and attract potential clients for any business among a large audience. The success of the Facebook campaign does justice to the above statement. We would suggest Neologic to build up a more client-centric approach with the use of personalized marketing content and improve their website as well as their Facebook page. Observing our campaign results, we would also recommend Neologic to run Facebook ads often since, it has a higher reach and audience selection is much more focused and apt in Facebook. Also, the company should go for other FB marketing methods like video marketing and observe whether they are successful.

Industry Component

Industry Component – Google AdWords

Campaign Overview:

Our 23 days' campaign focused mainly on 3 aspects that included Brand Awareness, Onshore/Offshore Delivery model and Client services and Careers in the last week of the campaign. Our main goal was to make our Brand more prominent and make sure that our campaign gathers more audience.

Campaigns	Campaign Type	Clicks	Impressions	CTR	Avg. CPC	Total Cost
Careers .	Search Network with Display Select	10	141	0.0709	0.68	6.75
Brand Awareness	Search Network with Display Select	1223	81884	0.0149	0.03	41.33
Onshore Offshore Delivery Model	Search Network with Display Select	113	9049	0.0125	0.7	79.58
Client Services	Search Network with Display Select	106	14607	0.0073	1.2	127.57

Table 2: Campaign Overview

Campaign Strategy

Initial Plan/Week 1:

The campaign was decided to be run for 21 days. We planned a budget of around 250$ for the whole campaign and decided to split it equally for all 3 weeks. For our first week our campaign focused on Brand awareness, Onshore/Offshore Delivery model and client services. In the first week, we failed to achieve our goals because of various reasons, one important fact being the selection of not so appropriate keywords. Below are the basic stats for week 1.

Campaigns	Campaign Type	Clicks	Impressions	CTR	Avg. CPC	Total Cost
Careers	Search Network with Display Select	0	0	0	0	0
Brand Awareness	Search Network with Display Select	120	8075	0.0149	0.07	8.3
Onshore Offshore Delivery Model	Search Network with Display Select	20	3908	0.0051	1.47	29.37
Client Services	Search Network with Display Select	20	3908	0.0051	1.47	29.37

Table 3: 1ˢᵗ Week Campaign Overview

Week 2:

Week 2 was more challenging as compared to week 1 because we already were lagging to reach our goals during week 1. Our overall CTR, CPC and clicks were not at par and we had to make a lot of modifications to our campaigns. After evaluating week 1 progress we felt that our campaign was not reaching more number of audience, hence we decided to include National as well as international audience. It should be noted that initially we only targeted local audience, and by increasing our target market we could achieve more number clicks. Our overall CTR was better than week 1 and we could achieve a better average CPC. Below are the stats for week 2.

Campaigns	Campaign Type	Clicks	Impressions	CTR	Avg. CPC	Total Cost
Careers	Search Network with Display Select	0	0	0	0	0
Brand Awareness	Search Network with Display Select	519	32693	0.0159	0.04	19.47
Onshore Offshore Delivery Model	Search Network with Display Select	61	4797	0.0127	0.69	42.08
Client Services	Search Network with Display Select	52	8064	0.0064	1.3	67.8

Table 4: 2nd Week Campaign Overview

Week 3:

After evaluating the progress of week 2 the team found out that one of our campaigns was not able to perform better. Even though campaigns like Brand awareness and Onshore/Offshore delivery models could draw more number of click but campaigns like Careers and Client services were not able to perform as expected. Hence, we had to go through some modifications for it to achieve better results. We tried to replace our keywords with those that were more aligned with the type of campaign that we wanted to run. Initially we used not so appropriate keywords, and unfortunately some were even not approved by google. Hence by replacing those keywords we could receive the best stats so far with the max CTR being 7.05% which of course exceeded our initial target. Below are the stats.

Campaigns	Campaign Type	Clicks	Impressions	CTR	Avg. CPC	Total Cost
Careers	Search Network with Display Select	10	141	0.0709	0.68	6.75
Brand Awareness	Search Network with Display Select	1223	81884	0.0149	0.03	41.33
Onshore Offshore Delivery Model	Search Network with Display Select	113	9049	0.0125	0.7	79.58
Client Services	Search Network with Display Select	106	14607	0.0073	1.2	127.57

Table 5: 3rd Week Campaign Overview

Key Results:

The campaign generated 1,452 clicks, 105,681 impression, a max CTR of 7.05% with the overall cost of around $250. The campaign could meet our expectations and at times it performed above expectation.
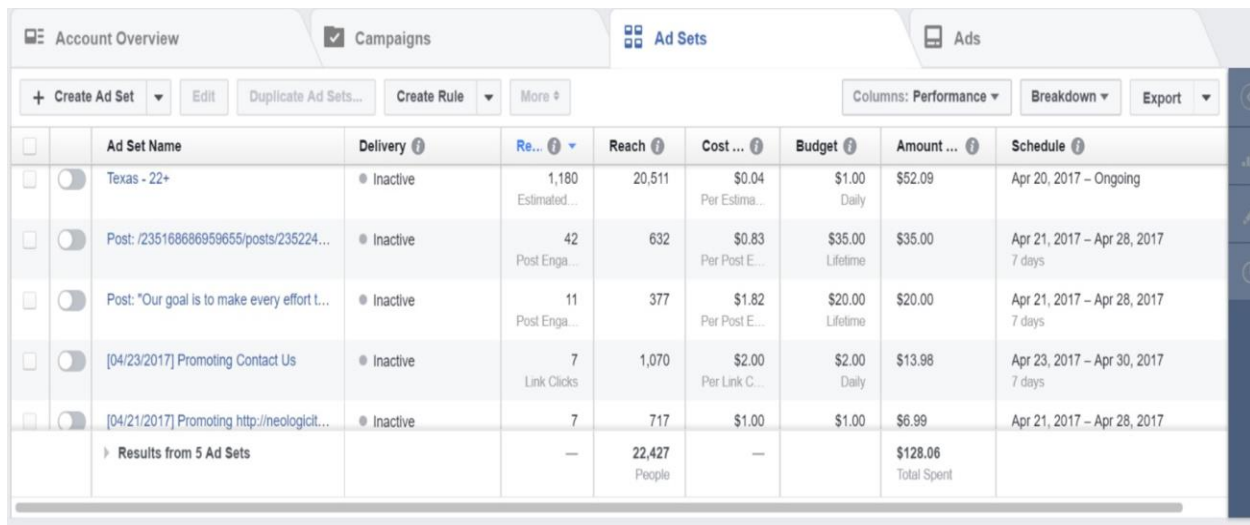
Below is the list of campaigns used:

1. Careers
2. Brand Awareness
3. Onshore/ offshore Delivery model
4. Client Services

Conclusion:

The campaign was planned in such a way that it achieved the desired results with minimum cost. Even though we faced lot of blockers initially but we were quick able to amend our mistakes which lead to better results. Using proper keywords and Ad groups helped us to achieve a better-quality score and it also increased our overall ad rank.

INDUSTRY COMPONENT – Facebook

Campaign Overview

	Ad Set Name	Delivery	Re...	Reach	Cost ...	Budget	Amount ...	Schedule
	Texas - 22+	Inactive	1,180 Estimated...	20,511	$0.04 Per Estima...	$1.00 Daily	$52.09	Apr 20, 2017 – Ongoing
	Post: /235168686959655/posts/235224...	Inactive	42 Post Enga...	632	$0.83 Per Post E...	$35.00 Lifetime	$35.00	Apr 21, 2017 – Apr 28, 2017 7 days
	Post: "Our goal is to make every effort t...	Inactive	11 Post Enga...	377	$1.82 Per Post E...	$20.00 Lifetime	$20.00	Apr 21, 2017 – Apr 28, 2017 7 days
	[04/23/2017] Promoting Contact Us	Inactive	7 Link Clicks	1,070	$2.00 Per Link C...	$2.00 Daily	$13.98	Apr 23, 2017 – Apr 30, 2017 7 days
	[04/21/2017] Promoting http://neologicit...	Inactive	7	717	$1.00	$1.00	$6.99	Apr 21, 2017 – Apr 28, 2017
	Results from 5 Ad Sets		—	22,427 People	—		$128.06 Total Spent	

Fig2: Facebook Campaign Overview

Our 12 days' campaign focused mainly on one aspect that is Brand Awareness. Our main goal was to make Neologic more prominent, the same as google AdWords and make sure that our campaign gathers more audience. Also, the campaign was mainly and only focused in the state of Texas unlike in AdWords where it was nation-wide.

Campaign Strategy:

The campaign was decided to be run for 13 days from 20th April to 3rd May. We planned a budget of around 130$ for the whole campaign and decided to split it equally for all the days. For the entire duration, our campaign focused solely on Brand awareness.

		Campaign Na...	Reach	Fre...	Cost ...	Amount ...	Ends	Clicks (...	CT...	CPC (...	Impress...	CPM ...	Link
☐	⬤	Brand awaren...	20,511	1.27	$0.04 Per Estima...	$52.09	Ongoing	33	0.13%	$1.58	25,962	$2.01	
☐	⬤	BA1	632	1.02	$0.83 Per Post E...	$35.00	Apr 28, 2017	49	7.60%	$0.71	645	$54.26	
☐	⬤	BA2	377	1.02	$1.82 Per Post E...	$20.00	Apr 28, 2017	14	3.65%	$1.43	384	$52.08	
☐	⬤	BA3	1,070	1.00	$2.00 Per Link C...	$13.98	Apr 30, 2017	11	1.02%	$1.27	1,075	$13.00	
☐	⬤	BA4	717	1.00	$1.00	$6.99	Apr 28, 2017	12	1.67%	$0.58	720	$9.71	
		▸ Results fro...	22,427 People	1.28 Per Per...	—	$128.06 Total Spent		119 Total	0.41% Per Imp...	$1.08 Per Click	28,786 Total	$4.45 Per 1,000 ...	

Fig3: Facebook Campaign Results

There were total 5 campaigns as shown. Brand awareness, BA1, BA2, BA3 and BA4 with a reach of 20511, 632, 377, 1070 & 717 respectively with the highest frequency of 1.27 for the campaign Brand Awareness. The CTR was highest for BA1 campaign of 7.60%. Impressions were highest for the campaign Brand Awareness which was 20,511. The money spent was $128.06 as estimated.

Key Results:

The campaign generated a reach of 22427, 28786 impressions, link clicks of 29 with the overall cost of around $128. The campaign could meet our expectations and at times it performed above expectation.

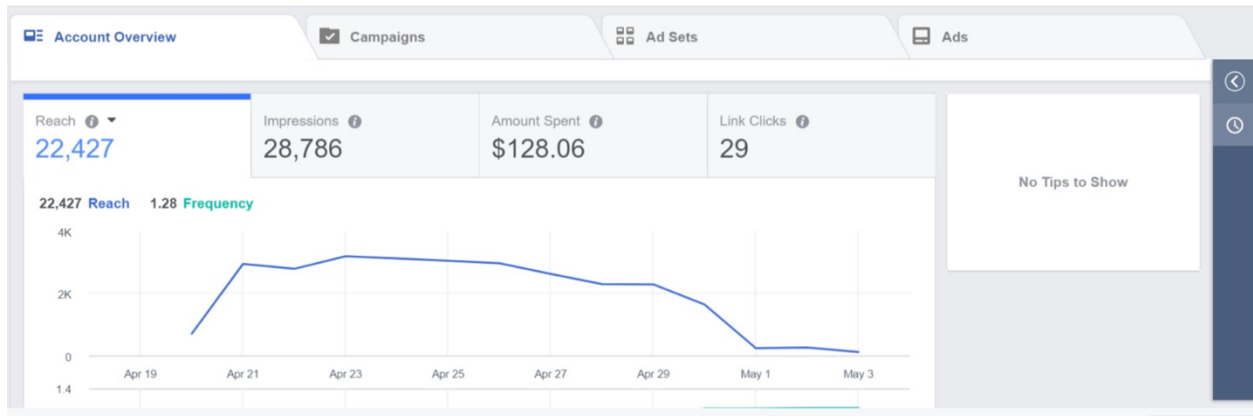The account overview and the reach graph is as shown below:

Fig 4: Facebook Campaign Graph

Also, the frequency graph for the campaign is show below with an average frequency of 1.28.
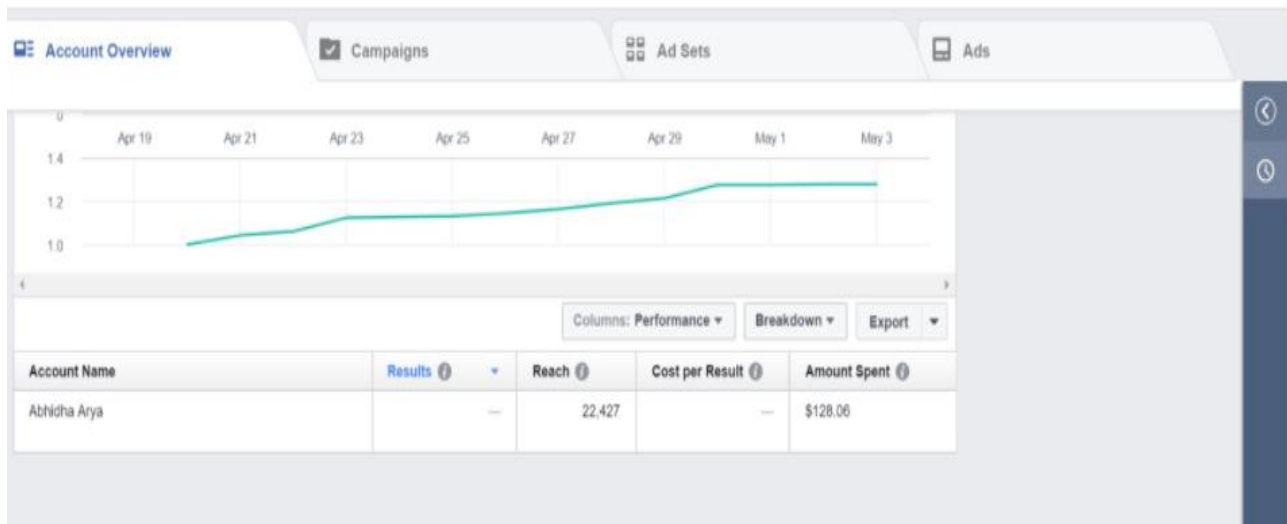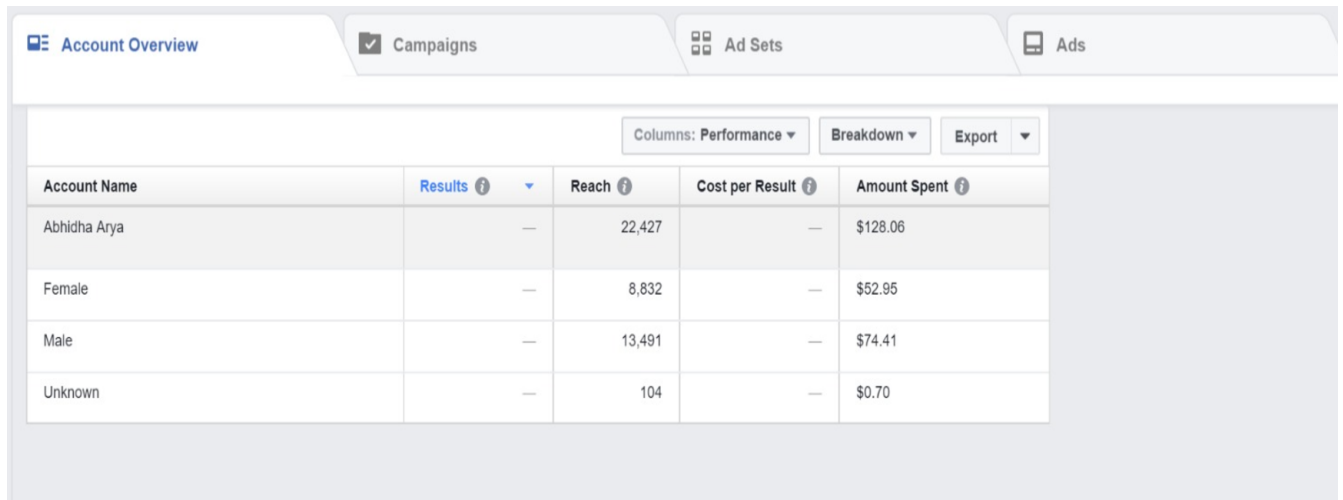

Fig5: Facebook Campaign Frequency Graph

The male-female statistics were as follows with male reach being 13,491 and female reach being 8,832.

Account Name	Results ⓘ ▾	Reach ⓘ	Cost per Result ⓘ	Amount Spent ⓘ
Abhidha Arya	—	22,427	—	$128.06
Female	—	8,832	—	$52.95
Male	—	13,491	—	$74.41
Unknown	—	104	—	$0.70

Fig 6: Facebook Campaign Overview Based on Gender

Below is the list of campaigns used:

1. Brand Awareness
2. BA1
3. BA2
4. BA3
5. BA4

Conclusion:

For Facebook Campaign, location and age targeting was done for the people with ages between 22-55+ in the state of Texas only. This provided better results and was the best fit because the impressions and reach were better than that of Google AdWords and thus it resulted in a better CTR. We believe the reason behind this is that people are more active on Social Media and Facebook h.as the highest market penetration when compared to other social media platforms. Also, Facebook can target the 'right' audience in terms of age and gender.

Learnings and recommendations

Learning Objectives and outcomes

Facebook and Google Online Marketing Challenge was a distinct opportunity to learn all about Facebook and Google AdWords and develop our skills in Google Analytics. This was the best experience as we learned the implementation part of Google AdWords with practical learning. Also, we got a proper idea of Facebook Ads. We got a real-world marketing experience developing our analytical skills along with other digital marketing concepts. We learned concepts like keyword selection, optimization, brand awareness strategies, budget allocation, digital marketing and google AdWords tools. Hence by considering all the client requirements and thinking through customer's point of view, we could run a successful campaign for Neologic optimizing the business.

Group Dynamics

Our Project Team comprised of five members, each with a different skill set. The team decided that State and National campaigns would be handled by two members. We worked on different campaigns, daily Skype meetings ensured sharing of each campaign's details to keep everyone informed about the progress of Google AdWords. Discussions regarding addition or deletion of Ad Groups, changes in budget allocation were made. While solving difficult problems various opinions from every member were made but the best opinion was implemented. Each member could show maturity and understanding during difficult situations and was able to solve it through meticulous efforts. Remarkable persistence was shown by everyone. This helped the team pull through all obstacles making both the campaigns a big success.

Client Dynamics

Neologic was a perfect firm and a client for Google Online Marketing Challenge because the company lacked online presence. The website was above average and the team showed interest in using Google AdWords and Facebook campaigns to maximize their brand awareness on the web. Several consultations in person and via mails with the client were made so that both of us would know where the marketing objective and mission is heading. We on our part kept the clients updated about our AdWords campaign's performance. Excellent accommodations and responses from the client helped us to put a successful Facebook and Google AdWords campaign for them.

Future Recommendations

Our project team highly recommends that the company should continue using Google AdWords as well as Facebook Ads campaign. Also, regular website development and maintenance is necessary to improve the website experience and improve the effectiveness of Facebook and AdWords campaign. Also, aligning AdWords account structure to the website and addition and deletion of keywords in relation to the performance of the campaign. Duplication of keywords should be avoided. Discount codes, ad extensions and a call-to-action function should be added.

An effective website, a proper account structure is necessary for a successful Google AdWords and Facebook Ad campaign.

Return on Investment:

We obtained 105,681 impressions from the $255 that we invested on the campaign for Neologic. This implies that a significant amount of awareness was created. Also, increase in client calls and query about the firm was observed after running the campaigns. This shows a good return for the campaign.