AdWords Business Pre-Campaign Strategy Report – Neologic

Client Profile:

- www.neologicit.com, Location- McKinney, Texas
- Number of employees – 1-10
- Goods and services offered
    1. IT consulting
    2. SAP PPM Requirement Assessment
    3. New Product Development and Introduction
    4. SAP/PPM/PLM RDS
    5. Onsite/Offshore Support
    6. Training Talent Acquisition
- Key online marketing and website management personnel: Mrs. Pranati Karan
- Age of the company: 1.5 years
- URL
    - http://neologicit.com/home.html
- Social media such as Google+, YouTube, Blog, Twitter, Facebook etc.
    - Facebook- https://www.facebook.com/neologicit/
    - Twitter-   https://twitter.com/neologic_it?lang=en
    - Google+-   https://plus.google.com/109176929678109009590
    - LinkedIn- https://www.linkedin.com/in/neologic-i-125ba710a/
    -
    - Company presence and sales via online and offline channels: Currently, Neologic has a website however, they don't have any other online medium to increase their brand awareness. The customer word of mouth and presence on social media such as Facebook and Twitter have been the major contributors.
- Other relevant information: Neologic offers services and delivers projects worldwide
- Company address - 6205 Mickelson Way McKinney, Texas 75070.
- Email-   info@neologicit.com
- Phone-   +1(469) 712-4399

Market Analysis: Being an IT Consulting Firm, Neologic focuses to provide its services to Startups, IT Companies and Educational Institutions. Other online websites providing services similar to Neologic and are sharing adspace are Credera, Darby Consulting, Enaxis Consulting, StratCorp Consulting Group and Think Group.

Neologic is driven by Innovation, Creativity and Deliverables. Neologic empowers customers with expertise in market trend and niche technologies. This helps make a complete solution very adorable. The major goal is to engineer a complete solution and enhance the existing infrastructure of an organization and help the customers meet their business and financial goals.

They specialize in Expedited Requirement Gathering, Enhanced Solution Design, Maximize Return on Investment, Process Automation, Reduction of Dependency and Onsite-Offshore

Delivery Model. It's unique selling points include Increase in productivity, Customer Satisfaction and Competitive Pricing Model.

It has been observed that the demand for the good and services offered by Neologic increases during festive seasons. Hence, they make sure that the demand is met by ensuring quality performance by their employees. The major focus at Neologic is to make every effort to meet the customer's expectations by providing excellent services and expert advice in various business process.

Current Marketing: Neologic has invested efforts towards awareness of the company along with marketing and advertising goals. They focus on direct online selling, Research and Development, communication and collaboration. Browsing through the company website, we observe that website has a neat and crisp layout. The information presented is very clear without any ambiguity and easy to understand. The contact details for the company provided are up to date and easily via the website. The website in designed and built in such a way that navigation through the pages is easy. Although the website looks good overall, but there are few annoying factors. The welcome page has too much of information for a homepage. Also, there are a few grammatical mistakes on the homepage.

Conclusion: Online marketing share of Neologic has been less than expected. The Adwords campaign will align with client's business to help them raise their brand awareness and attract more customers. We will also devise the right keyword strategies. Keywords like "IT Consulting", "SAP Consulting", "Product Development" seems like a right fit for the website.

Proposed AdWords Strategy: The AdWords account will target three different locations and will consist of three different campaigns. The local area, i.e. Texas will be targeted by one campaign., another campaign will target area across the United States of America except for the state of Texas and the last campaign will target for traffic from India. Aim of the campaign is expected to expand customer knowledge about the services, price, variations and categories. This campaign will be run on Google's search engine. Since this is the first time Neologic has enrolled for AdWords, it is expected that this campaign strategy will significantly increase the number of consumers to high level and improve company banding.

The table shows three examples of the campaign along with the Ad Groups, keywords and matching options associated with each one of them.

Campaigns	Ad group	Example keywords and matching options
Local level (Location- Texas)	SAP PPM Assessment, New Product Development, SAP PPM/PLM RDS, Onsite/Offshore Support, Training/Talent Acquisition	SAP PPM Ideal solutions, "SAP PPM Ideal solutions", [SAP PPM Ideal solutions], Onsite Support, "Onsite Offshore Support", [Project Development Solutions], -logic solutions -cheap solutions
National Level (Location- USA except Texas)	SAP PPM Assessment, New Product Development, SAP PPM/PLM RDS, Onsite/Offshore Support, Training/Talent Acquisition	SAP PPM Ideal solutions, "SAP PPM Ideal solutions", [SAP PPM Ideal solutions], Onsite Support, "Onsite Offshore Support", [Project Development Solutions], -logic solutions -cheap solutions
International Level (Location-India)	SAP PPM Assessment, New Product Development, SAP PPM/PLM RDS, Onsite/Offshore Support, Training/Talent Acquisition	SAP PPM Ideal solutions, "SAP PPM Ideal solutions", [SAP PPM Ideal solutions], Onsite Support, "Onsite Offshore Support", [Project Development Solutions], -logic solutions -cheap solutions

The table below shows example of AdWords ad text for two Ad Groups that we plan to utilize.

Campaign: Local **Ad Group:** New Product Development **Search Query:** Product Development Solutions	**Campaign:** National **Ad Group:** Onsite/Offshore Support **Search Query:** Onsite Offshore Support
Buy **Product Development Solutions** Buy Product Development Solutions for your Business. Find discounted price today! http://neologicit.com/npdi.html	Search **Onsite/Offshore Support** Search Support for your business Customer Care at its best! http://neologicit.com/onsite.html

Before starting the campaign, discussion regarding how the $250 budget would be used took place. The performance of each campaign will be monitored as the campaign progresses. After evaluating each campaign as it progresses, it will be determined if the funds should be adjusted according to the changing performance of this campaign.

The table below shows how budget has been broken down through the plan campaign window.

	Local Level	National Level	International Level	Total by Week
Week 1	$ 40	$ 25	$ 18.33	$ 83.33
Week 2	$ 40	$ 25	$ 18.33	$ 83.33
Week 3	$ 40	$ 25	$ 18.33	$ 83.33
Total by campaign	$ 120	$ 75	$ 55	$ 250

- Goals for impressions, clicks, CPC and CTR: We are aiming to target the following:

  Impressions: 7,500

  Clicks: 300

  CPC: $0.70

  CTR: 4.0% (300 clicks for 7,500 impressions)

Below mentioned are the few tools that we would be using during our process of campaigns:

1. The Keyword tool: It will be used to show a targeted group of keywords that can be used to determine what keyword and phrases would be best matched to attract customers seeking a particular service. In addition to having keywords that are clearly defined, a selection of keywords will be there which will come up with wider search results than normal.

2. The Traffic Estimator: The traffic estimator will be used to determine cost per click, the keywords that may be used in the campaign process. If some of the keywords are not coming up with the desired results, appropriate changes would be done.

3. The Search Term Report: This will be used for the identification of any new methods that could be used in the campaigns. The search term report will also be used to identify negative keywords.

The goal of these campaigns is to raise awareness about different services offered by Neologic by targeting the right audience such as IT companies and professionals worldwide. This would increase the potential clients for Neologic and help them expand their business.