



Campaign Overview

REBEL ROLE MODEL

Group #05

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Company Profile



- ▶ Multi-faced media company which makes podcast episodes, magazine articles, videos and social media content of successful entrepreneurs
- ▶ Its objective is to generate sales with selling ads on RRM website
- ▶ Company's weekly release count:
 - ▶ 1 podcast, 2 Videos, 4 magazine features and 20 online posts
- ▶ Follower statistics for Rebel Role Model's content:
 - ▶ Percentage of Women: 63%
 - ▶ Percentage of Men: 37%
 - ▶ Age group of audience: 20-34
 - ▶ Highest Percentage share of Audience: Attending College (44%)
 - ▶ Platform used: 90% Mobile | 10% Desktop

Facebook & IG Campaign Structure

- ▶ Date: 30th Oct 2017 – 20th Nov 2017
- ▶ Objective: To create brand awareness and to drive traffic to the FB/IG pages and website

UTD Digital Project 1

**Test B College
Student**

**Test B College
Student IG**

**High School
Student IG**



Facebook & IG Campaign Structure

- ▶ Date: 30th Oct 2017 – 20th Nov 2017
- ▶ Objective: To create brand awareness and to drive traffic to the FB/IG pages and website

AUDIENCE DETAILS

Location: United States: Austin (DMA), Dallas-Ft. Worth (DMA), Los Angeles (DMA)

Age: 17 - 35

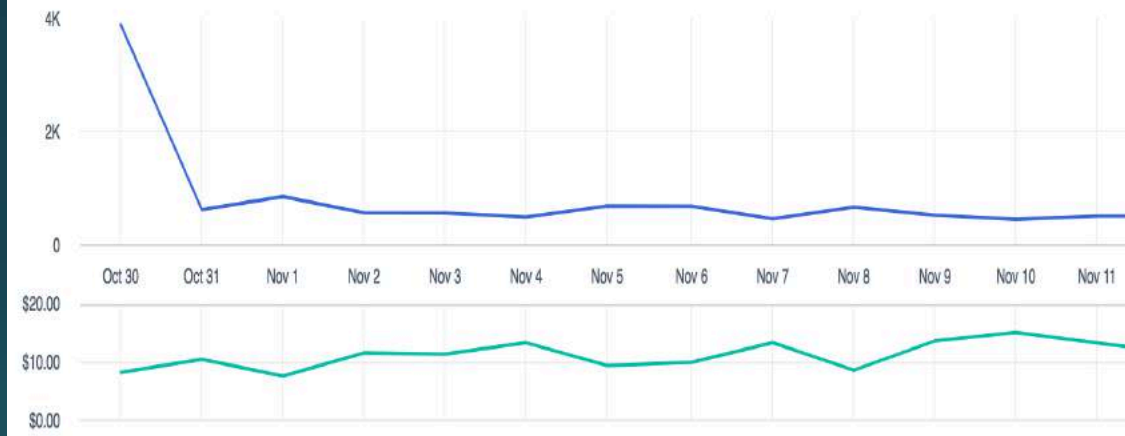
People Who Match: Interests: Podcast

And Must Also Match: Interests: Hip hop music, Startups, College football, Gary Vaynerchuk, Tim Ferriss or Marie Forleo, Behaviors: Fitness, Education Level: In college or College grad

FB & IG Footprint – Week 1 & 2

Date: 30th Oct 2017 – 11th Nov 2017

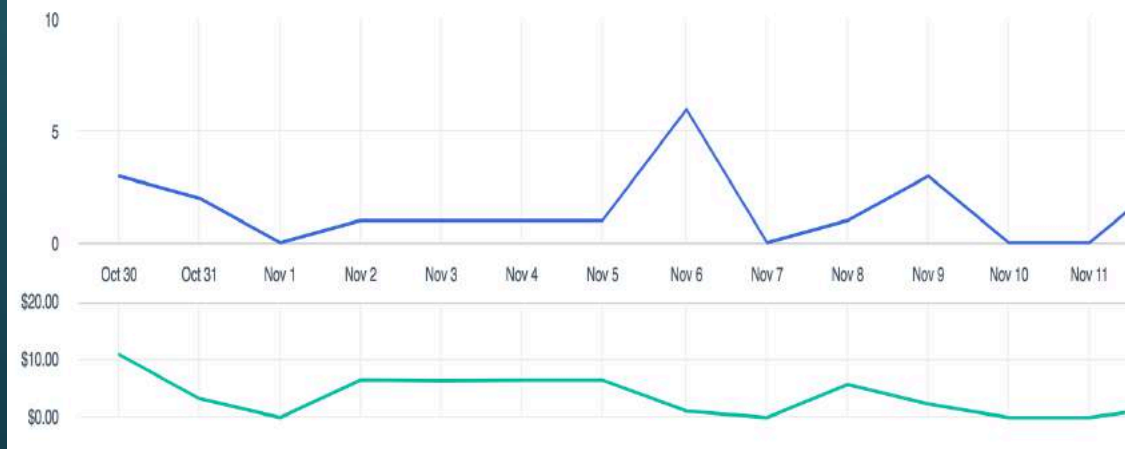
10,891 Impressions \$10.35 CPM (Cost per 1,000 Impressions)



	High School Student IG	Test B College Student IG	Test B College Student
Impressions	5902	2861	2128
Clicks	8	5	6
CPC	\$ 6.70	\$ 5.89	\$ 4.94



19 Unique Link Clicks \$5.93 Cost per Unique Link Click



275 Post Engagement \$0.41 Cost per Post Engagement



FB & IG Footprint – Week 1 & 2

Observations

- ▶ On the first day we got approx. 4k impressions at a very high cost (\$8.5 CPM). This was because we accidentally set the budget of “High School Student IG” to \$50 per day, not lifetime.
- ▶ This explains why, after changing the budget to \$50 lifetime on the second day, impressions and CPC decreased dramatically. In contrast, CPM increased to \$10.8 on the second day.
- ▶ After the first two days, impressions, CPC and CPM stayed almost constant.
- ▶ We started with 3 link clicks on the first day. They gradually decreased to 0 on Nov. 1 and 1 from Nov. 2 to Nov. 5. On Nov. 6 and Nov. 7 we see two spikes of link clicks to 6 and 3 which we cannot explain. All other days experienced a low number of link clicks.
- ▶ Post engagement (=reactions, comments, shares, views of a photo or video and clicking on a link) also saw a similar trend as impressions, with a very high value on the first day and a almost constant development on the later days of the weeks. From this, we can deduce that the people we reached on these days were very interested in our ads and that the high CPC/CPM we spent had some benefits. Put differently, our ad was very relevant for the audience.
- ▶ High school ad set received very little / no clicks after the first few days.

FB & IG Footprint – Week 1 & 2

Changes into The Second Half

- ▶ Convince management to introduce a new ad to the ad sets targeting college students.
- ▶ Choose more appealing picture and change written message on these (shorter, call for action).
- ▶ Stop the ad set targeted at high school students because it was unsuccessful compared to the college ad sets.
- ▶ No changes made to the audience because incoming audience was matching the expectations/requirements we had. Similarly, we were on a very good path to reach the goals for performance indicators like reach etc. (if not already reached).

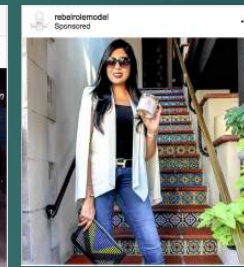
→ To further improve the campaign, we focused on click conversion and engagement

FB & IG Footprint – Week 2 & 3

Date: 12th Oct 2017 – 20th Nov 2017



	Test B College Student IG	Test B College Student
Impressions	1677	3716
Clicks	4	41
CPC	\$ 5.14	\$ 0.50



FB & IG Footprint – Week 2 & 3

Observations

- ▶ There was an increase in impressions and a very strong increase in link clicks compared to the first half of the campaign.
- ▶ The increase in link clicks was mainly attributable to the newly created ad in the college student FB ad set (41 out of 45 link clicks for all ads). The second ad in this ad set was hardly shown anymore. From this, we can draw that the FB ad set was much more successful than the IG ad set.
- ▶ Similarly, the newly added ad in the college student IG ad set was shown much more often as the initial add. Yet, the difference was not as strong as in the other ad set.
- ▶ CPC for the college student FB ad set went down dramatically to a value of \$0.5 from \$4.94. This lead the overall campaign to have a much lower CPC.
- ▶ Compared to the first half of the campaign, absolute number of engagement decrease slightly or stayed constant. Taking into account the much higher number of clicks and impressions, this shows that the engagement per impression/click went down, indicating that our ads were not as relevant to the incoming audience (quality of traffic better in the beginning). In addition, the newly created ad generating most clicks only had a relevance of 2/10.

FB & IG Footprint – Week 2 & 3

Campaign Statistics

- ▶ Reach 10,899
- ▶ Impressions 16,370
- ▶ Unique Clicks 62 (0.378% CTR)
- ▶ Post Engagement 415
- ▶ Total Amount Spent \$154.55

→ **Brand awareness and traffic goals were reached**

FB & IG Footprint – Week 2 & 3

Conclusions

- ▶ Having appealing pictures and short calls for actions is important for receiving impressions and clicks.
- ▶ Many impressions and clicks may not mean good quality audience (in terms of engagement).
- ▶ Being very specific on interests, demographics and location of the audience can help to reach targeted audience from the beginning.
 - ▶ FB has 1.2 bn users per day. We filtered out 700k based on above criteria.
 - ▶ BUT STILL: we only got 62 unique clicks.
- Even with our many specified interests, our filtered audience was not relevant enough!
- ▶ For further improvement, we need to study the most effective ads in terms of performance and demographics (e.g. instead of age group of 17-35 years, take the best performing age group of 18-24 years).

Google AdWords Campaign Structure

- ▶ Date: 29th Oct 2017 – 20th Nov 2017
- ▶ Objective: To create brand awareness and to drive traffic to the company's website

Learn from Disruptors_podcasts

Business Name

Podcasts

<https://www.Rebelrolemodel.com>
www.Rebelrolemodel.com
www.Rebelrolemodel.com
Podcast - Magazine - TV

Inspiring Success Stories
From Your Rising Youth Icons
www.Rebelrolemodel.com
Podcast - Magazine - TV (Successful game
changers from different arenas)

Successful Game Changers
Stories that make a difference
www.Rebelrolemodel.com
Podcast - Magazine - TV (Inspiring stories right
from fashion to sports)

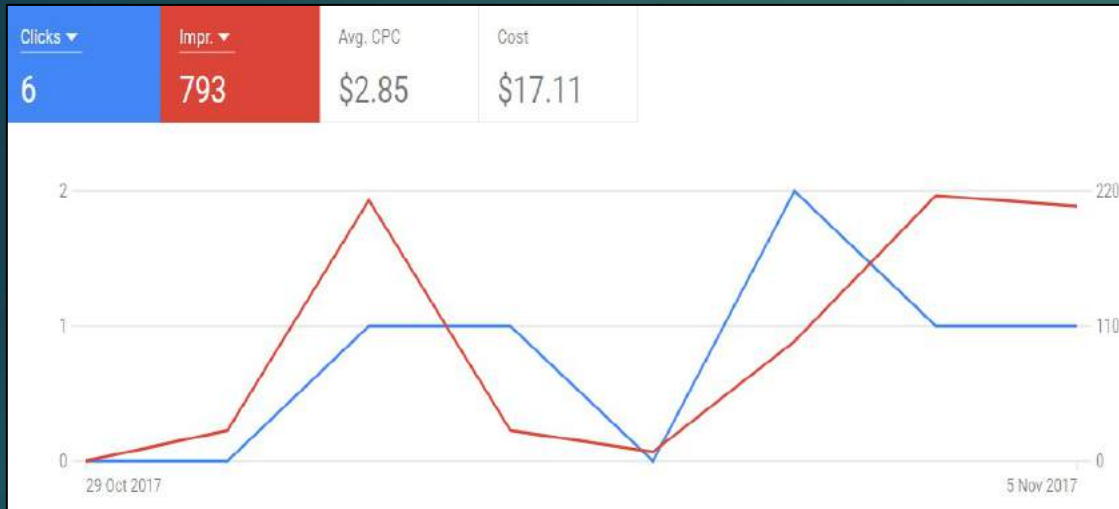
Hear to get inspired
Young guns making a difference
www.Rebelrolemodel.com/podcasts
Podcast - Hard earned success stories giving real-
life practical advice

Learn From Disruptors
And Their Success Stories
www.Rebelrolemodel.com
Podcast - Magazine - TV

Listen to Real Life Leaders
Instant ticket to success
www.Rebelrolemodel.com/podcasts
Podcast - Young lads who backed their dreams
and potentially inspire millions

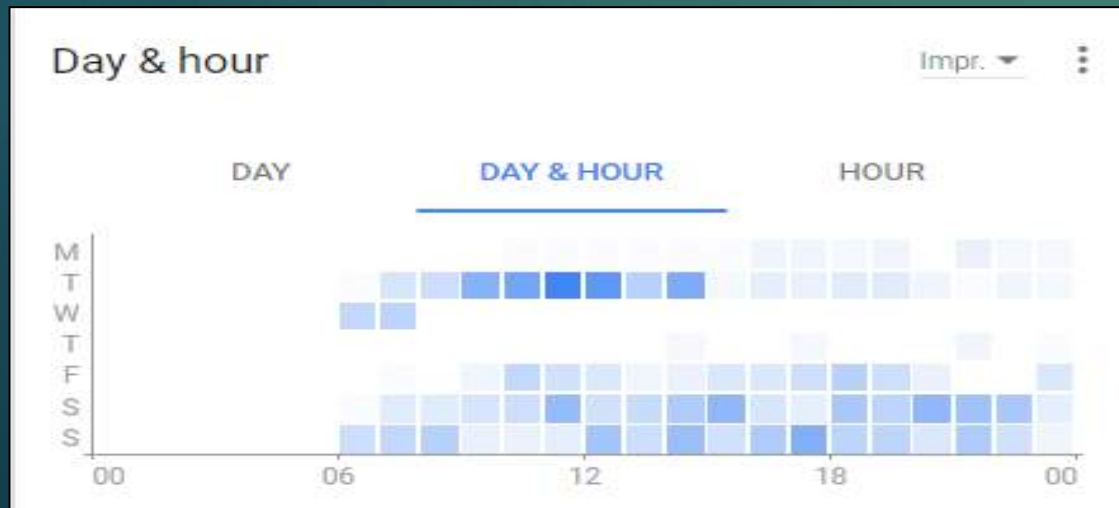
Google AdWords Footprint – Week 1

Date: 29th Oct 2017 – 05th Nov 2017



Ad Groups

	Cost ▾	Clicks ▾	CTR ▾
● Podcast	US\$17.11	6	0.76%
● Business Name	US\$0.00	0	0.00%



Keywords

	Cost ▾	Clicks ▾	CTR ▾
● list podcast	US\$6.06	1	50.00%
● the podcasts	US\$4.20	1	2.08%
● podcast	US\$3.35	1	2.08%
● radio podcasts	US\$2.05	1	9.09%
● fashion texas	US\$0.00	0	0.00%

Google AdWords Footprint – Week 1

Observations

- ▶ The campaign received a total of 6 clicks from 793 impressions, costing \$17.11 and giving us a CTR of 0.76% .
- ▶ Keywords like 'list podcasts', 'the podcast' and 'podcast' had a high cost per click contributing to closely 79% of total cost spent (\$17.11).
- ▶ The maximum number of impression was observed during midday from 10am to 2pm while highest number of impressions was received over the weekend.
- ▶ The Quality score of few ads fairly low.

Constraints

- ▶ Ideas from pre-campaign report were not considered by the client while setting up the account in first week.
- ▶ Keywords proposed by client were not effective.

Google AdWords Footprint – Week 1

Insights into the Second Week

- ▶ Ineffective keywords were paused like 'rebel role model' which completely negates the purpose of attracting search traffic via keywords.
- ▶ Addition of relevant keywords.
- ▶ Amending the campaign structure:
 - ▶ Business name (Ad Group) – addition of two new ad texts and paused a low performing ad text.
 - ▶ Podcast(Ad Group) – addition of two new ad texts.
- ▶ Removing filters potentially attracting traffic by editing 'Undetermined category' from the gender field
- ▶ Adding ads with better quality scores and improved relevancy

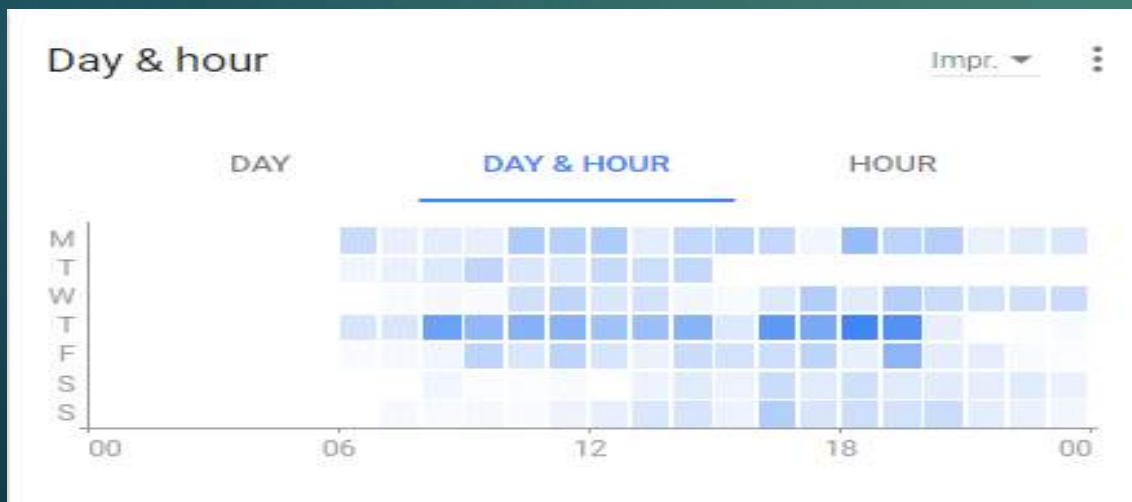
Google AdWords Footprint – Week 2

Date: 06th Nov 2017 – 13th Nov 2017



Ad Groups

	Cost ▼	Clicks ▼	CTR ▼
Podcast	US\$13.77	7	0.69%
Business Name	US\$5.86	8	1.59%



Keywords

	Cost ▼	Clicks ▼	CTR ▼
the top podcast	US\$9.22	2	18.18%
fashion texas	US\$3.69	2	3.57%
podcast radio	US\$1.96	1	20.00%
"rebel role model"	US\$0.90	1	25.00%
fashion inspiration	US\$0.00	0	0.00%

Google AdWords Footprint – Week 2

Observations

- ▶ The campaign statistics improved in second week: A total of 15 clicks from 1.5K impressions at a cost of \$19.63 and a CTR of 0.99% .
- ▶ The performance of Business name (Ad Group) improved drastically accumulating CTR of 1.59% while CTR for Podcast (Ad Group) reduced to 0.69%.
- ▶ Keywords like 'the top podcast' and 'fashion texas' had a high cost per click, contributing to around 66% of total cost spent (\$19.63).
- ▶ The maximum number of impression was observed during midday from 4pm to 8pm while the highest number of impressions was received on Tuesday(480 impressions).

Constraints

- ▶ Numerous broad match keywords with low CTR.
- ▶ Few keywords with high costs and no contribution to any clicks.

Google AdWords Footprint – Week 2

Insights into The Third Week

- ▶ Keywords with low CTR were paused (Radio Podcast, Fashion Inspiration).
- ▶ Keywords with low quality score were paused (art podcast, top podcasts).
- ▶ There were some keywords with zero clicks and high impressions: 'social media podcast', 'fashion rebels', 'stylecons', 'fashion entrepreneurs', 'podcasts', 'top podcasts list', '+fashion +magazine +dallas', 'top rated podcast'.
- ▶ Addition of new keywords for which we considered estimated monthly clicks and bid amount.

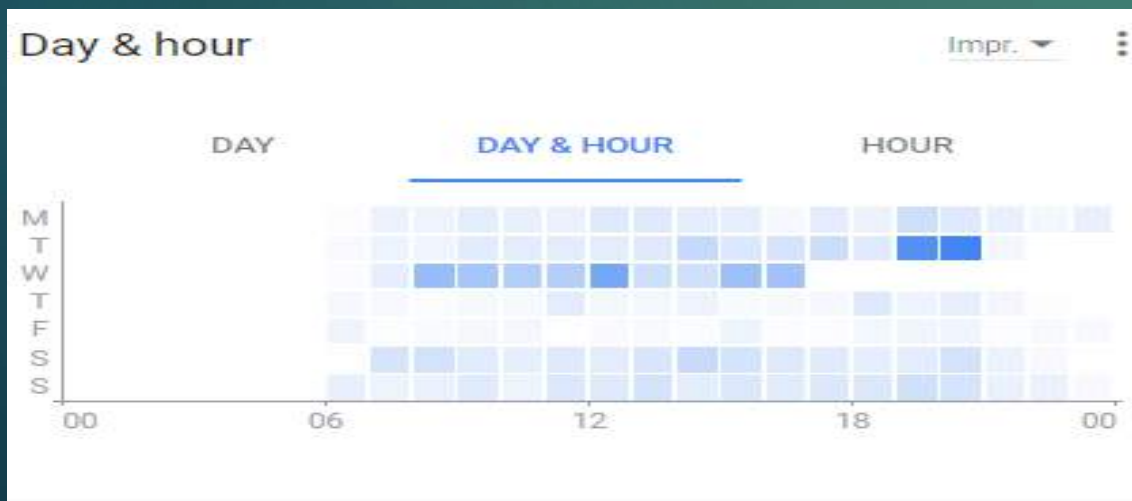
Google AdWords Footprint – Week 3

Date: 14th Nov 2017 - 20th Nov 2017



Ad Groups

	Cost ▾	Clicks ▾	CTR ▾
● Business Name	US\$10.06	14	0.74%
● Podcast	US\$4.17	7	0.82%



Keywords

	Cost ▾	Clicks ▾	CTR ▾
● fashion texas	US\$3.46	2	0.30%
● art podcast	US\$1.31	1	12.50%
● fashion inspiration	US\$0.00	0	0.00%
● social media podcast	US\$0.00	0	0.00%
● fashion rebels	US\$0.00	0	0.00%

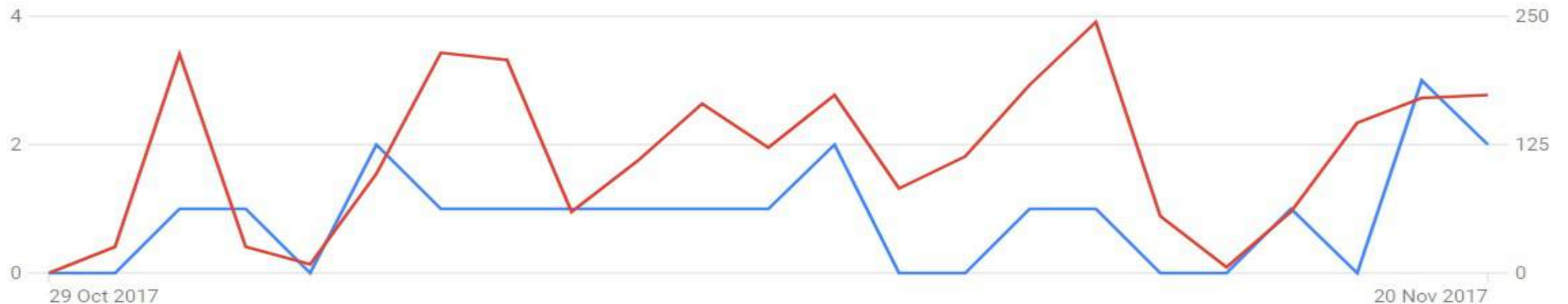
Google AdWords Footprint – Week 3

Observations

- ▶ The campaign statistics improved in next week: A total of 21 clicks from 2.74K impressions at a CTR of 0.77%.
- ▶ The CTR for both Business Name (Ad Group) and Podcast (Ad Group) was decent with 0.74% and 0.82% respectively.
- ▶ The amount spent on the keywords was considerably low, with 'fashion texas' having the highest amount spent (\$3.46). The total amount spent for the week was \$14.23.
- ▶ The maximum number of impression was observed during 7pm to 9pm while the highest number on impressions was received on Wednesday(642 impressions).

Campaign Statistics and Conclusions

- ▶ Impressions - 5.05K
- ▶ Clicks - 42
- ▶ CTR - 0.83%
- ▶ Average CPC - \$1.21
- ▶ Total Amount Spent - \$50.97
- ▶ The campaign results in the first week would probably have been better if we had not limited the potential reach by adding too many filters.
- ▶ The weekly clicks and impressions increased significantly during week 2 and 3 when compared to week 1. These reasons for this were amendments to the campaign structure and the usage of more relevant keywords.
 - ▶ Week 1 vs. Week 2: Clicks increased by 150%, Impressions increased by 90.4%.
 - ▶ Week 1 vs. Week 3: Clicks increased by 250%, Impressions increased by 245.5%



Most Significant Learnings

- ▶ Lack of proper communication and formal agreement between our team and the client before starting with the campaign.
 - ▶ We saw a good improvement in performance in FB and Google AdWords and have some ideas where they came from. Yet, three weeks may not be enough time to understand *in detail* why a particular ad works or not.
- A lot research and experimentation is needed.



Thank you!

Questions?