



TWM
POST CAMPAIGN REPORT
2018/2019

Group B:

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Executive Summary

Campaign Overview: This year was born a collaboration between our team and the organization of the Pisa Half Marathon, in order to promote the next edition of the event through a structured and professional digital advertising campaign. This campaign had two principal goals, established with the organization: spread the PHM brand among the web, in order to increase the awareness, and, in consequence of the first, improve the number of subscriptions at the event.

The campaign was mainly addressed to two different targets that are potentially interested in participating; they are the university students of Pisa and sportsmen (not only runners). Concerning the first category of audience, we decided to use Instagram as an advertising channel, because we believed it was the best way to reach young people like university students. Unfortunately, it was decided not to invest money in sponsoring PHM on Instagram.

Instead, we used GoogleAds for advertising aimed at sportsmen. Speaking with the PHM team, we decided to focus the Google campaign on some foreign countries, as it was held long before the date of the event with a branding aim. The chosen countries are the following: Spain, UK, Germany and France. Therefore, with a total budget of 300€, we have created five GoogleAds campaigns, all of the Search Network type: one for each foreign country and one less important dedicated to Italy.

For each campaign we created one AdGroup in which we have included an ad in the native language of the country. The total Search Network keywords entered are 827.

In order to track the achievement of our purposes and the progress of the GoogleAds campaign in general, we have used some metrics related to brand awareness, such as impressions, interactions (clicks), CTR (the interaction rate) and CPC. Infact, we opted on a maximizing clicks strategy.

Also regarding Instagram we checked the value of similar data, like the total number of followers, the users' number who visited the page, the impressions related to profile posts and the amount of accounts reached.

Key Results: At the end of the GoogleAds advertising campaign, we got 21.661 impressions, 653 clicks, an average CTR of 3,01% and an average CPC of 0,47€. The total budget spent is equal to 303,76€.

Concerning Instagram, instead, we obtained 203 new followers, 200 users' visit, 5050 impressions and 1037 accounts reached, without having invested money.

Conclusion: Through our advertising campaign, we have achieved our goals: the Pisa Half Marathon brand has been more spread in Europe. Infact, concerning GoogleAds, if we make a comparison with the data of the last campaign, we note that we have improved both the CTR of the campaign abroad and the Italian campaign.

About Instagram, instead, it is impossible to make a comparison but, looking at the data, it is clear that we have been able to reach a good number of people.

Finally, always compared to the last edition of the event, we have also increased the number of subscribers during the campaign's period (24 vs 10).

Future Online Marketing Recommendations: In order to get even better results from online advertising, the PHM organizing team should improve some aspects of its website. The most important thing is to improve the positioning in the SERP pages through SEO activities. In fact, we noticed that the site is not much optimized for the Google search engine. To do this, the first thing to do would be to improve the landing page by providing a translation in the main foreign languages. Furthermore, it would also be very important to optimize the site for mobile browsing, as the site is mostly visited through smartphones. Finally, it would be great to track users who subscribe to PHM from the website: in this way we could calculate the conversion rate and therefore the actual effectiveness of the advertising campaign.

Industry Component

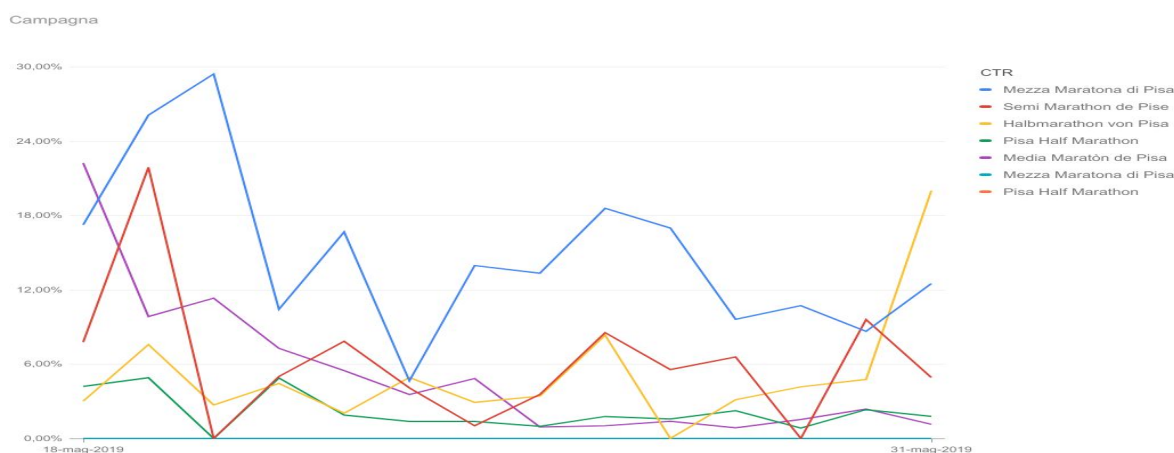
Google Ads

Campaign Overview: The objective of the Google ads campaign was, mainly, to increase the brand awareness of the “Pisa Half Marathon” because, mostly in the foreign countries, the event is not very popular yet. So this year we have selected 5 different countries that correspond to the 5 different campaigns (Italy, Spain, France, Germany, Uk) that we have developed¹. For each country we have created a very similar ad, written in the language of the country to which it is addressed, as we can see in the table below. This strategy was designed to attract the largest number of people from the place we are considering. During the 4 weeks of the campaign (from 18th may to 14th June) we have used a maximizing clicks strategy with a pay per click Google search advertising. Obviously, the keyword used, and the ad too, have been translated into the original language, while, unfortunately, it was not possible to translate the landing page. The budget of 300€ has been splitted during the weeks in an incremental way on the basis of the mid-results. We are sure, with this campaign, to have reached, viewing the demographic data, mainly men with an age range from 35 to 55, that we expect to be primarily agonistic/non-agonistic sportsmen and runners, because the public segments selected were: gym and fitness club, sports and fitness, tickets for sports event and travel in Italy. The performance of the campaign in terms of subscription is not very important in this period, because we are far from the day of the PHM. Moreover it has not been possible to track all the official subscribers but only potentially subscribers looking at the internal behavior flow of the site, because the server of the subscriptions is not supervised by the PHM organizers.

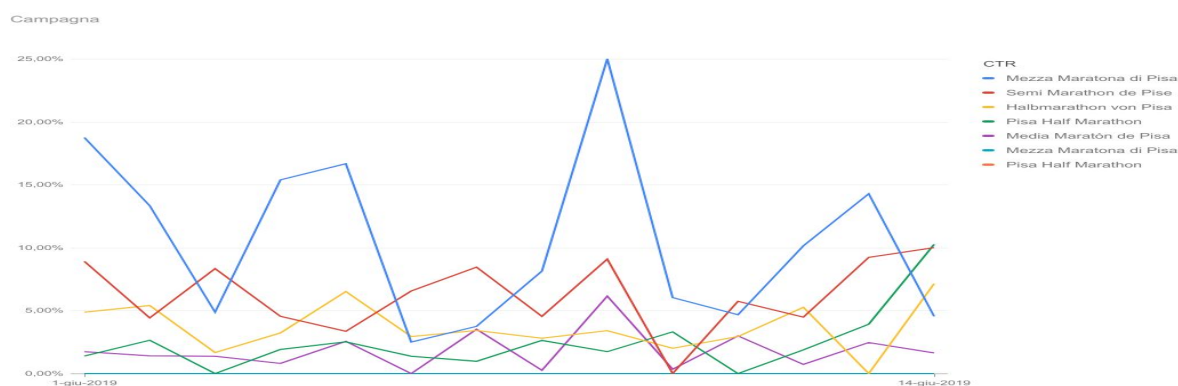
●	Annuncio	Campagna	Gruppo di annunci
●	Pisa Half Marathon Media Maratòn de Pisa Pisa corre con el corazon www.mezzamaratonapisa.it/en Una de las medias maratones más rápida de Italia en uno de los lugares más bellos de Pisa	Media Maratòn de Pisa	Gruppo Spagna
●	Pisa Half Marathon Pisa Corre Col Cuore www.mezzamaratonapisa.it/it Corri una delle mezze maratone più veloci d'Italia tra i luoghi più suggestivi di Pisa	Mezza Maratona di Pisa	Gruppo Italia
●	Pisa Half Marathon Semi-Marathon de Pise Pise Court Avec Le Coeur www.mezzamaratonapisa.it/en L'un des meilleurs semi-marathons d'Italie parmi les lieux les plus évocateurs de Pise	Semi Marathon de Pise	Gruppo Francia
●	Pisa Half Marathon Pisa Runs For Life www.mezzamaratonapisa.it/en One of the fastest half marathons in Italy among the most suggestive places in Pisa	Pisa Half Marathon	Gruppo Regno Unito
●	Pisa Half Marathon Halbmarathon in Pisa Pisa läuft fürs Leben www.mezzamaratonapisa.it/en Eine der schnellsten Halbmarathons unter den schönsten Orten in Pisa	Halbmarathon von Pisa	Gruppo Germania

¹ The reason of this choice was due to these preliminary analysis: 1) Sportsmen/runners market analysis; 2) Pisa tourist flow analysis based on the data of last October; 3) Last Google Ads Campaign analysis; 4) Website traffic data analysis; 5) Table of the last edition of the half marathon; 6) Legislative rules for a marathon submission

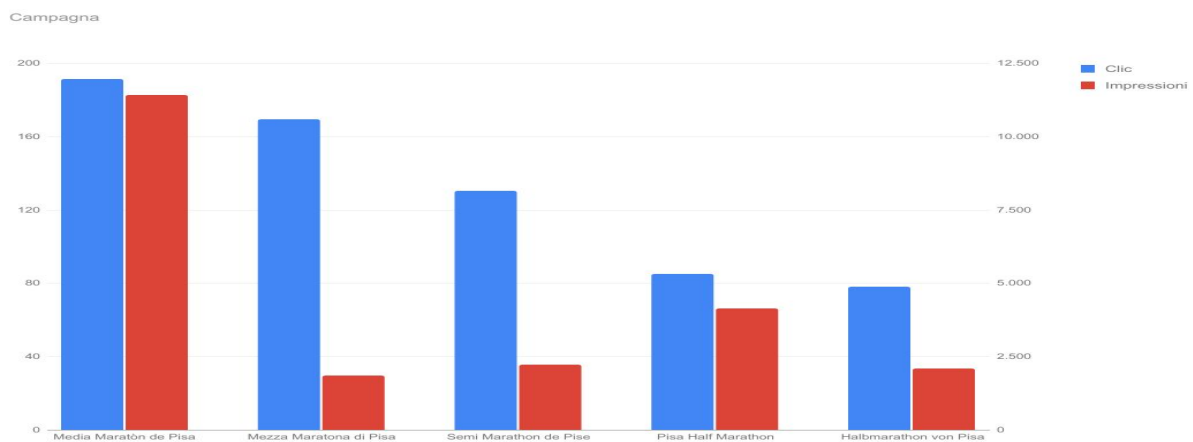
Evolution of Campaign Strategy: During the ads campaign we have observed the clicks trend and we have changed the daily budget week by week. In the first week we set a lower budget (60,00€) in order to check the movements of campaign. We noticed that the campaign of Italy and Spain have had a good results initially, so we decided to raise, for the second week, the percentage of the budget destinate to France and UK with the objective to increase clicks and impressions of these countries too. The campaign of the Spain had a big fall since the second week, although the budget was increased too. Concerning the keywords, we have resumed those of previous year, and then we analyzed what the user looking for, in order to find new ones. Indeed, before starting the second week, we inserted the new keywords found, some of which have been translated into the language of the countries we dealt with.



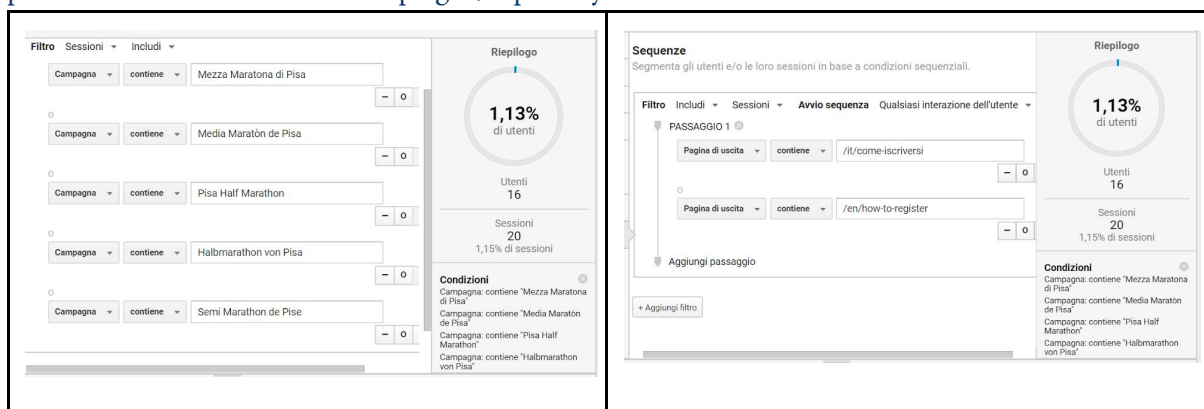
The third week we spent the same budget of seconds week (75,00€) but we have divided the amount differently from the second week. We focused on France, lowering the others campaign, except for Germany. The fourth week the budget was bigger than the previous week (90,00€), and in addition we have inserted two variants of announcement one for Spain (changing the description) and one for UK (changing the title). The chance to see the ads was 50% and this was a possible strategy to adopt, in the last week, in order to raise the CTR of the two campaigns (that was a little bit lower than the others).



Key Results: At the end of the campaign we have had the following results: Spain is first for impressions (11.409) and for clicks (191), and these is a good data for brand awareness goal, but last for CTR with only 1.67%. The variant of the ad proposed has not improved the CTR but the situation has remained the same. Italy has the highest CTR (9.13%) thanks to 1.851 impression and 169 clicks and it is also the country in which we have spent less money than the other (only almost 37,00€). France is the country in which globally we have invested more money (according to the organizers' advice) with over 73,00€ and the results are quite good because with 2.201 impressions and 130 clicks is the second country considering the CTR (5,91%). UK is the second country for money spent (over 66,00€) and the second country for impressions with over 4.000 impressions but, with 85 it has realized only the 2,06% of CTR. The experiment we have done did not change a lot the trend. Germany is the worst country for clicks (only 78) but has approximately 2000 impression and globally a good CTR (3,77%).



Monitoring the behavior flow of the users ID coming from the campaign, we have tried to find the best estimate of the conversion calculating the potential subscribers. A potential subscriber is a user that clicks on the ad and stop the navigation on the pages in which the outbound link² referring to the subscription is present. Overall only 16 users ID (with 20 sessions globally) are the directed possible subscribers. Having learnt from the organization that from 18th May to 14th June the new subscribers were 24 people and in particular all of them were Italian people, we can say that part of these came from the campaigns, especially from the italian one.



² <https://www.endu.net/it/events/pisa-half-marathon/entry>

Conclusions: The framework of this year is different from last year considering: period, budget, objectives, but, in proportion, our results exceeded last year's results. In particular the campaign of the last year, it was held closer to the event (from August to October) and with an higher budget (850,00€). In this context a good comparison metric is the CTR of the campaigns and all our foreign campaigns have had a CTR bigger than the only foreign campaign of last year. In particular the average CTR of the foreign campaign this year has been 3,35% that is wider than the last year (1,19%). Also the Italian campaign (with 9,13%) has been better than last year (7,18%). A weak point of this campaign, we can say, analyzing the general flow of the users, is the high rate of abandonment after the first iteration on the site and it may be due to some SEO lacks. Analyzing the general subscription data of this campaign we can say that the statistics are better than last year. In the same period of last year from 18th May of 14th June (without any campaigns) only 10 people registered to the event compared with the 24 of this year.

Future Recommendations: As a general recommendation, first we think that it will be important, however, in the next year, to manage the official subscription page with the goal to understand the true conversions. Doing this, we can assign a better attribution model analyzing the actions of the users, for example we really could see, at the end, how each campaign (including GoogleAds, but also Facebook, etc) has helped the number of subscriptions increase in proportion to the budget spent.

Other important things, that in the future may improve overall the KPI of the PHM, are related to the original website. We have seen, before starting the project, that the website is not well optimized for Google Search engines. Knowing that Google is the most used search engines in the world, a suggestion for the future is to translate the landing page and the content of the website to attract foreigners. An advice is to make it faster the website mainly for the mobile phone (creating for example AMP) and this should be reflected in an increase of the Google rank too. It could be useful also update the contents of the website most frequently because this is an important decision parameter of Google. Moreover, an idea for the future could be also to add a call-to-action because nowadays there isn't something as this.

Overall the organizers are satisfied because both the brand awareness of the event (in terms of clicks, impressions etc.) and the total number of subscriptions from the last campaign in the same period of the last year have increased. However an important part of the whole work, for obviously reason, it will start in the next months, closer to the event. Anyway, despite some problems, for example the high abandonment rate, analyzing the global performance, we think that it would be a good idea to replicate the same "brand awareness-oriented" campaign also next year (with the precautions previously underlined) .

Instagram

Campaign Overview: As we had already said in the pre-campaign report, Instagram would have been another channel that we would have used to promote the event of the Pisa Half Marathon. Instagram's aim is to reach young people, in particular the students of the University of Pisa. Being a new marketing channel for the Pisa Half Marathon, our goals were to encourage students to participate and make them know about this event. Having no budget for the Instagram campaign, the marketing strategy was aimed to increase the popularity not only of the page but also of the entire event being based mainly on: 1) Posts, live stories and contests that, with their content, attracted the attention of the followers and encouraged them to be interactive; 2) Following pages and people related to the university and runners world, also using not only the official hashtags **#PisaHalfMarathon** **#PisaCorreColCuore** but also other relevant hashtags.

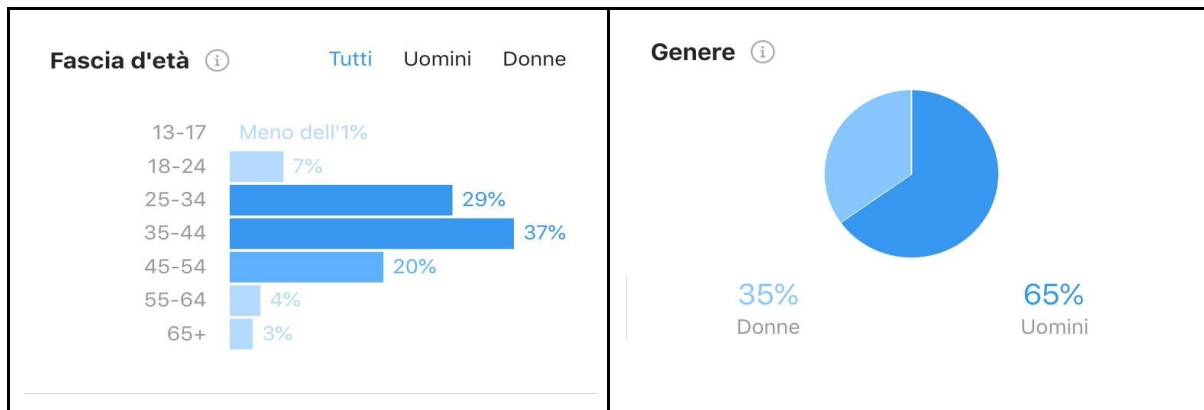
Evolution of Campaign Strategy: In order to attract the targeted audience (university students), which definitely not belong to the racing world, during the first week of the campaign we study our target and realise an employment strategy trying to find an appropriate way to communicate through Instagram. Thanks to this analysis we have identified three categories of main interest for our campaign: 1) Students who don't practice sport. 2. Students who practice other sports. 3. Students who run. In addition to these groups, we can distinguish other more specific sub-categories (worker students, off-site students, commuter students, etc.) that complete our target's identity kit. After this we ask ourselves how many of them are potentially reachable, then we see that 45.000 students are enrolled at the University of Pisa, (according to the official data of 2019), therefore almost all potentially reachable but, realistically speaking, it would be a good result to reach only 1% of them. Finally, we also tried to understand where we can find students on Instagram. We realised that the best way to reach them is through some pages related to the university environment such as Spotted, Unipi, CUS, DLF etc. So we have decided to contact these pages in order to establish future collaborations.

Over the second week we focused on the Run 15.1 event (a charity running event open to all and organized by the Pisa Half Marathon) that we promoted in different ways (posts, stories, live videos, etc.), especially to increase the popularity of our Instagram profile and advertise the PHM.

In the last two weeks we have focused on the promotion of running as a daily activity of wellness and relax, inviting people to share their workouts with us, through our official half-marathon hashtags. Later, we reshared the posts in which we were tagged.

Key Results: At the end of the campaign, analysing the statistical data of the entire period we have obtained the following data: a total of 204 followers, 208 action performed on the Instagram profile, among which only 8 users clicked on the link page (looking for more informations) and the others 200 users just visit the profile page; 5050 impressions and a total of 1037 accounts reached. Since we have open the Instagram page we have seen that 92% of our audience came from Italy (followed by UK, USA, Canada, Spain ecc.) among which 25% are from Pisa, 6% from Pontedera,

Lucca 6%, Roma 4%, Firenze 3%, ecc. Analysing the age target we have reached, we have seen that over a third of the total number of people reached with Instagram have an age between 35 and 44 years. Already seen even from the data subscribes most of the interested people are male with 65% and only a 35% of them are women.



Conclusions: Considering that Instagram is a new communication channel for the Pisa Half Marathon, we have no way of making a comparison with the past years, but we can now conclude by saying that the results are satisfactory. We reach a number of 204 followers and make collaborations with pages followed by our target of interest. The negative part of the Instagram campaign is the lack of a sponsorship, that if it were taken into consideration, could be increase the statistic numbers which we currently have. Moreover, the most frequently reached age target is probably higher than the average age of the students.

Future Recommendations: In order to improve the profile we will suggest in the future to invest a part of the budget in the Instagram campaign, that will surely increase the visibility of the page and the event. Good results can also be achieved by organizing and advertising other events such as 15.1 Run that can attract and invite the audience to be more interactive, especially the young part of the Instagram people, through posts, live stories and direct TV.

Learning Component

Learning Objectives and Outcomes: After the first meeting with the PHM's organizers, where our team was recommended on what is necessary to improve the relevance of this running event, we decided to focus on two goals: - brand awareness; - increase in both visitors to the PHM site and, then, in subscriptions. It was really important to us that not only foreign people but also students and people from Pisa knew something about PHM, because, for example, few of us and few of our friends have heard about that.

So we understood immediately that we had to start from the ground and we opened an Instagram page to catch new and different followers from the ones on the Facebook page. Following, also, the guidelines of last year's campaign, we went on doing Search ads, because the event needed, first, more visibility on the web. But last year the campaign, we must remember that, was promoted mostly the two months before the event, when people were more motivated to subscribe. Then, we divided the budget in five different campaigns, looking only at european countries: -Italy; -Germany; -Uk; -Spain; -France. Obviously, we translated the ads in the original languages. More money were spent in promoting the event abroad and we adjusted the budget after having seen the results of the first week in terms of both impressions and clicks. That was the way we worked during the whole time, looking at the key factors each week and trying to do something to improve the visites to PHM's website. Indeed, the last week, we added a new version to the text of the title in the English ad and to the text of the description in the Spanish ad, because the results weren't so good. We know and knew that the landing page had and has usability problems because only the registrations page has an English version.

As a team, we actually enjoyed learning how to organise a web campaign and to read the results. We must admit that such a work takes a lot of time, even if we are five. We tried to keep in touch as much as possible, so that all members take part to the campaign in the same way: so were we at the presentations during the course too. The campaign for a sport event gave us an idea of the people we had to deal with and to approach to: next time, we will be ready to do more and to get more than now.

Group Dynamics: Nothing in this project was easy, because we decided to restart and to carry on a web marketing campaign for an important event. That's the reason why we couldn't afford a failure. But, fortunately, we could rely on the ads and the keywords of last year: starting from there, we improved both. We are overall satisfied with the results we obtained.

Client Dynamics: What concerns the client, we were told at the beginning not to change the site, that is quite new, but to focus only on the web campaign. But the site has a big problem: the landing page, which is in Italian, can't be translated in any other language. The only section, which has an English version, is "Registrations". We have obviously spoken about that aspect, because we imagine that foreigners hardly orientate through the site. Our client added Google

Analytics to his site only in the last February, so it was impossible to us to have an overall sight on last year's visits, even if some data were available anyway.

After the first meeting, we asked them to bid a special price for students interested in taking part to PHM: they seemed to be helpful and satisfied with our request. Another advice we gave them was to add on the site a special section dedicated to the hotels which gladly want to make a good price for PHM: in a few weeks, they made it available.

Future Recommendations: First of all, we as a group recommend to translate the whole site, even if we know well that the organization of such an event depends only on volunteers. Then, in an age where seeing photos is becoming more and more important, we would suggest to think about promotions on Instagram and a Display Network ad, even if the costs are different and editing a video obviously requires experts. Finally, if the organizers aim at spreading the brand of PHM, the best thing to do is probably to make the campaign last from the beginning of the year and to involve different students: for example, a part from students of Digital Humanities or Data Science, they can include also students of physical education and sports in order to study a training plan. They can also speak with tour operators and propose tour packages around Tuscany to foreigners interested in PHM, to improve not only the total number of subscriptions or the brand awareness but also the tourism. PHM can become an interesting opportunity to visit, after or before the event, Tuscany.

From a practical point of view, our group has been really excited since the start of the campaign at the idea of getting our hands in such a work, even if a mock challenge could have helped us understand the way to deal in particular with foreign countries. We didn't have many problems in collaborating and meeting, indeed we helped each other when it was necessary. Our experience together was really positive both in staying together and in carrying on the campaign.