

HAC - StoryLand

L1 - Group 2

ISOM5320

- **Strategy & Initial Planning**

- Campaign Version 1
- Changes Made
- Campaign Version 2
- A/B Test and Findings
- Conclusion

Our Focus

Focusing on the **awareness** and **conversion** stages of the funnel

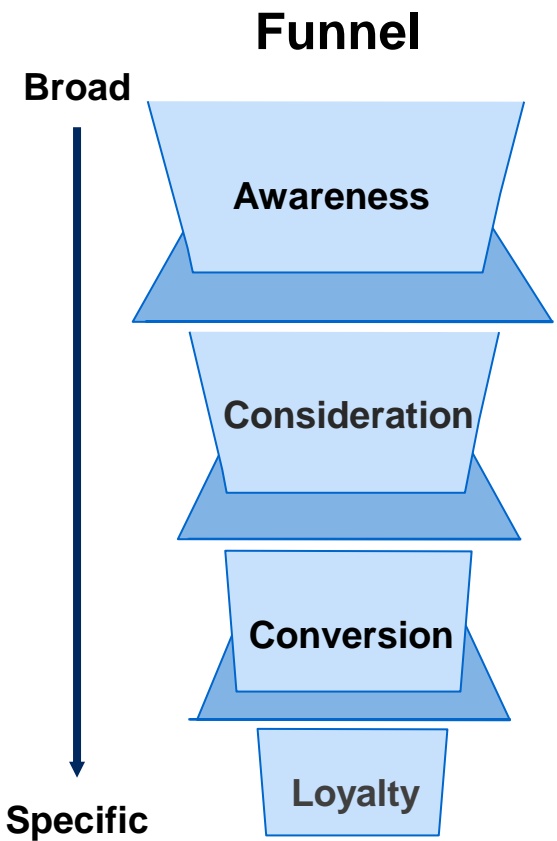
Strategy

Broad & General for Awareness Stage:

- Increase impressions count
- Improve online presence
- Generate awareness of HAC's activities, i.e. Storyland

Specific, Phrase & Exact Matches for Conversion Stage:

- Increase click through rate
- Facilitate searchers to sign up for Storyland activities
- Encourage more engagement



Example Keywords

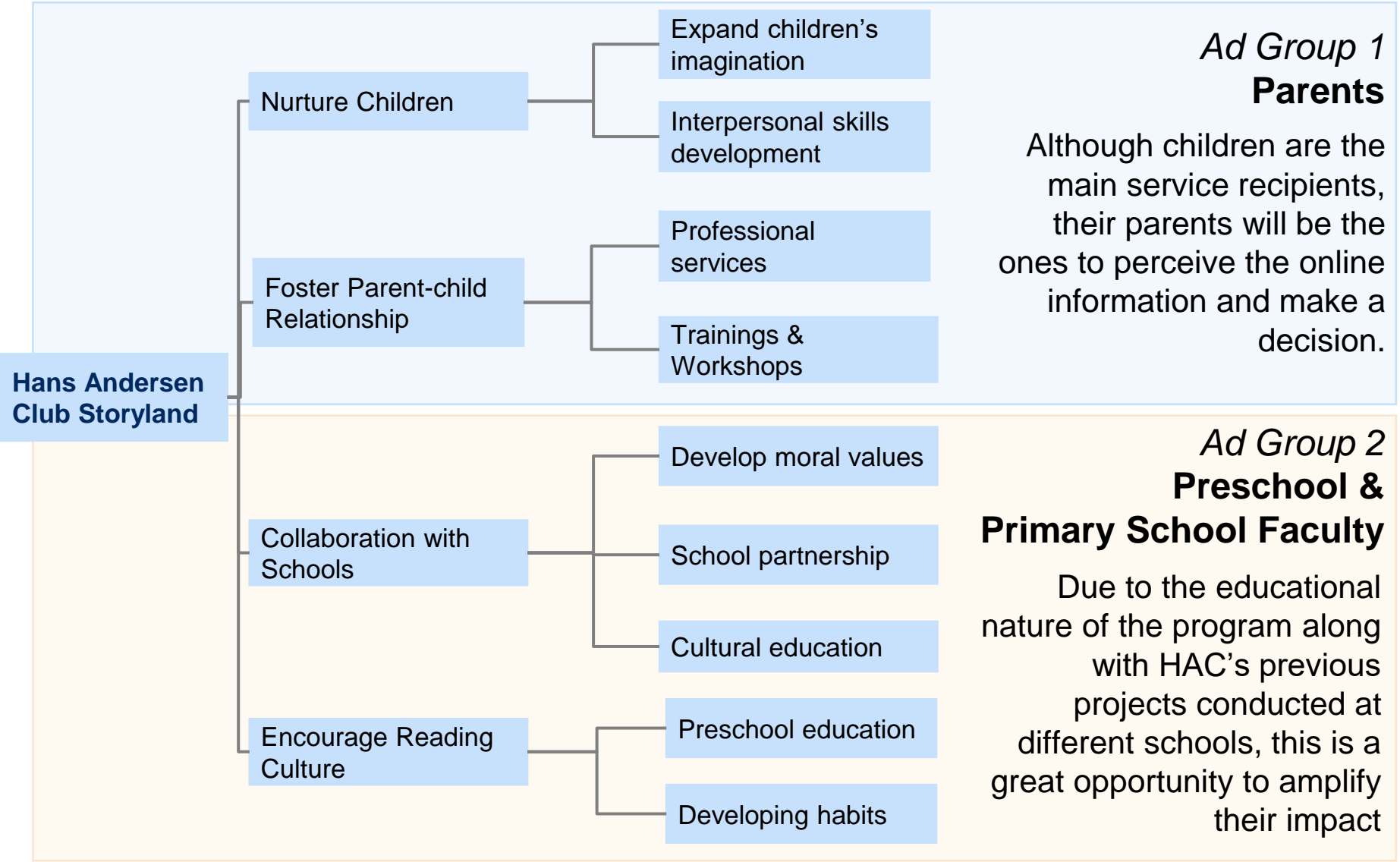
Awareness:

- Reading
- After school activities
- Workshops
- Storytelling sessions

Conversion:






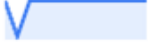

- Parent and child activities
- Storyland
- School-based storytelling service

Landing Page Research | Ad Groups | Target Audience



Keyword Planning

Results from Keyword Planner (From initial launch)


Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition
reading	5,400 	+22%	+22%	Low
trainings	4,400 	+22%	0%	Low
workshops	2,900 	0%	0%	Low
extra curricular activities	1,300 	+60%	0%	Low
professional talks	30 	+100%	-33%	Low
storytelling sessions	10 	0%	0%	Low
crafting activities	10 	+100%	+100%	Low

- Filtered by avg search volume, aligns with target which is to gain higher impression count
- Low competition indicated by Google
- Up trend with these searches
- All have high optimization score, and align with words used on landing page

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Ad Copy - Version 1

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**Register as a member now -
Professional Story Education**

Enhance your child's imagination and learning at StoryLand. Join us today! StoryLand - Using stories and books to facilitate children's growth and development. Library resource.

Ad Group: Parents

- Words such as “children’s growth” and “development” are used
- Designed to appeal to parents with a desire to bond with children as well as to improve children’s wellbeing
- Presenting the activity as a supplement to children’s education

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**Award-Winning Education - Child
Development Experts**

Comprehensive child development solution. Professional team, proven results. StoryLand - Using stories and books to facilitate children's growth and development. Library resource.

Ad Group: Kindergarten & Primary School Faculty

- Words such as professional, proven results are used
- Designed to appeal to local school faculty looking for professional external event providers to supplement their curriculum or as extra curricular activities

Performance over first 5 days

<input type="checkbox"/>		Ad	Ad group	↓ Clicks	Impr.	CTR
<input type="checkbox"/>		Child Development Experts Award-Winning Education Hans Andersen Club +1 more hac.org.hk Enhance your child's imagination and learning at StoryLand. Join us today! StoryLand - Using stories an... View assets details	Kindergarten/Primary School Faculty	0	0	—
<input type="checkbox"/>		Discover Storyland Register as a member now Hans Andersen Club +1 more hac.org.hk Enhance your child's imagination and learning at StoryLand. Join us today! StoryLand - Using stories an... View assets details	Parents	0	0	—
<input type="checkbox"/>		童話引領創造 用故事開啟心靈 啟發智力 hac.org.hk 透過童話故事的窗戶，讓孩子以另一種視角領略知識和世界，激發每個孩子內心的好奇心和創造力。用故事和手... View assets details	家長	0	0	—
<input type="checkbox"/>		用故事打造和諧校園 關注校園心理健康 從書本到現實 +1 more hac.org.hk 故事的介入能減少校園欺凌。繪本給予孩子探索內心世界的自主性，能有效提高情緒管理和溝通技巧。 關懷學齡... View assets details	幼稚園/小學	0	0	—

No data was available – next steps are required

- review the original ad copies
 - identify the potential problems
- observe ads with similar target audience
 - summarize the patterns
- revise and optimize

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Campaigns Overview | Issues Identified

Issues with Version 1

- 1

Ad Copies

- Lack of variation between Ad Groups
 - Not descriptive of Storyland
- 2

Lack of Exact and Phrase Matches

- Missing out on customers in the consideration stage
 - Unable to target customers who are ready to engage
- 3

Low Volume of Broad Matches

- Indicated in the lack of impressions
 - Unable to attract a wide range of audiences
- 4

Not Optimized for the Landing Page

- Deviation of word choices from the landing page has decreased optimization score from 100% to 95%

Adjustments for Version 2

- 1

Strategic Side

Revise Funnel
 - Include keywords aimed at searchers in the consideration stage

Refine Targeting
 - Use demographic data to segment audience
 - Refine targeting to ensure ads reach the target audience
- 2

Creative Side

Increase Volume
 - Add more terms overall

Competitor Analysis
 - Gain inspiration
 - Identify gaps

Copywriting
 - Differentiating factors
 - Brand Specific

Revision of Strategy and Keywords


Funnel	Keywords Added	Key Insights
<div><div>Broad</div><div><div></div><div>Awareness</div><div></div></div><div></div></div>	<div><div><div>▪ Children's storytelling</div><div>▪ Children's book clubs</div><div>▪ Local School partnership</div><div>▪ NGO Partnership</div><div>▪ Hong Kong charity</div></div><div></div><div><div>▪ "children's storytelling workshops"</div><div>▪ "family storytelling events"</div><div>▪ "educational activities for kids"</div><div>▪ "storytelling for children"</div><div>▪ "children's book reading sessions"</div></div></div>	<div><div>Generally increase number of words</div><div><div>▪ Increase reach and traffic</div><div>▪ Increased flexibility and potential to discover new search terms to inform future strategies</div></div></div>
<div><div>Specific</div><div><div></div><div>Consideration</div><div></div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div>Select broad matches are converted into phrase matches</div><div><div>▪ Increase relevance, thereby increasing quality score through higher CTR</div><div>▪ Higher control over which searches trigger ads, leading to better targeting</div></div></div>
<div><div>Highly Specific</div><div><div></div><div>Conversion</div><div></div></div><div></div></div>	<div><div></div><div></div><div><div>▪ [Storyland Hans Andersen Club]</div><div>▪ [children's storytelling Hong Kong]</div><div>▪ [kids' reading programs Storyland]</div><div>▪ [family workshops Storyland]</div><div>▪ [Storyland educational programs]</div></div></div>	<div><div>To facilitate engagement</div><div><div>▪ Focusing on high-intent and brand specific terms that indicate a strong intent to engage</div><div>▪ Including long tail keywords that have lower competition</div><div>▪ Optimized for lower CPC</div></div></div>

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Ad Copy - Version 2 | Parents Ad Group

Parents Ad Group shown as example

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Inspire with Stories - Educational Fun for Kids

Fun and educational activities for kids and families. Join us today! Engage your child with our interactive storytelling sessions. Perfect for young minds. Library resource. Borrow a book.

Broad Matches | Awareness Stage

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Kid's storytelling workshops - Join Our Storytelling Events

Engage your child with our interactive storytelling sessions. Perfect for young minds. Enhance your child's creativity with our storytelling workshops. Suitable for all ages. Library resource. Borrow a book.

Phrase Matches | Consideration Stage

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www.hac.org.hk/

Storyland at Hans Andersen Club - Discover Storyland

Discover the magic of storytelling at Storyland. Experience the best in children's storytelling at Storyland. Visit Storyland today! Library resource. Borrow a book.

Exact Matches | Conversion Stage

Broad

- General terms e.g. Inspire, Educational, Fun, Kids are used

Specific

- Descriptive words of the event e.g. Storytelling, Workshops are added

Highly Specific

- Exact words e.g. Hans Andersen Club, Storyland are added

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A/B Testing Strategy

1 Problem

It's difficult to identify which kind of benefit in storytelling parents care about the most

2 Objective

Find out in which way the Ad description can be more appealing to parents by manipulating the wording attending to result vs. experience

3 Hypothesis

Parents pay significantly more attention to an ad description focusing on its **result-focused** and an AD that can relate to them will work better

4 Setup

- Location: Google Ads campaign website
- Audience: Parents of kids aged 4 to 12
- Tracking: Traffic quality, user engagement, etc.

5 Variant

Enhance your child's imagination and learning at StoryLand
vs.
Spark your child's imagination and learning at StoryLand

**Testing
Group:**

Parents

A/B Testing Strategy

1 Insight

HAC's focuses on skill learning and positivity will be a great fit for schools that center on students' mental and emotional development

2 Objective

Find out in which way the Ad headline can be more appealing to schools by manipulating the wording attending to result vs. experience

3 Hypothesis

Schools pay significantly more attention to an ad description focusing on its **experience-focused** benefits than its **result-focused** benefits

4 Setup

- Location: Google Ads campaign website
- Audience: Preschool/primary school faculty
- Tracking: Traffic quality, user engagement, etc.

5 Variant

StoryLand | Professional Story Education
vs.
StoryLand | Creative Story Education

Testing Group:

Preschool/
Primary
Faculty

A/B Testing Results | Lessons Learnt

<input type="checkbox"/>		Ad	Ad group	↓ Clicks	Impr.	CTR
<input type="checkbox"/>		Child Development Experts Award-Winning Education Hans Andersen Club +1 more hac.org.hk Enhance your child's imagination and learning at StoryLand. Join us today! StoryLand - Using stories an... View assets details	Kindergarten/Primary School Faculty	0	0	—
<input type="checkbox"/>		Discover Storyland Register as a member now Hans Andersen Club +1 more hac.org.hk Enhance your child's imagination and learning at StoryLand. Join us today! StoryLand - Using stories an... View assets details	Parents	0	0	—
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<input type="checkbox"/>		用故事打造和諧校園 關注校園心理健康 從書本到現實 +1 more hac.org.hk 故事的介入能減少校園欺凌。繪本給予孩子探索內心世界的自主性，能有效提高情緒管理和溝通技巧。 關懷學齡... View assets details	幼稚園/小學	0	0	—

Potential reasons (no experiment data available)

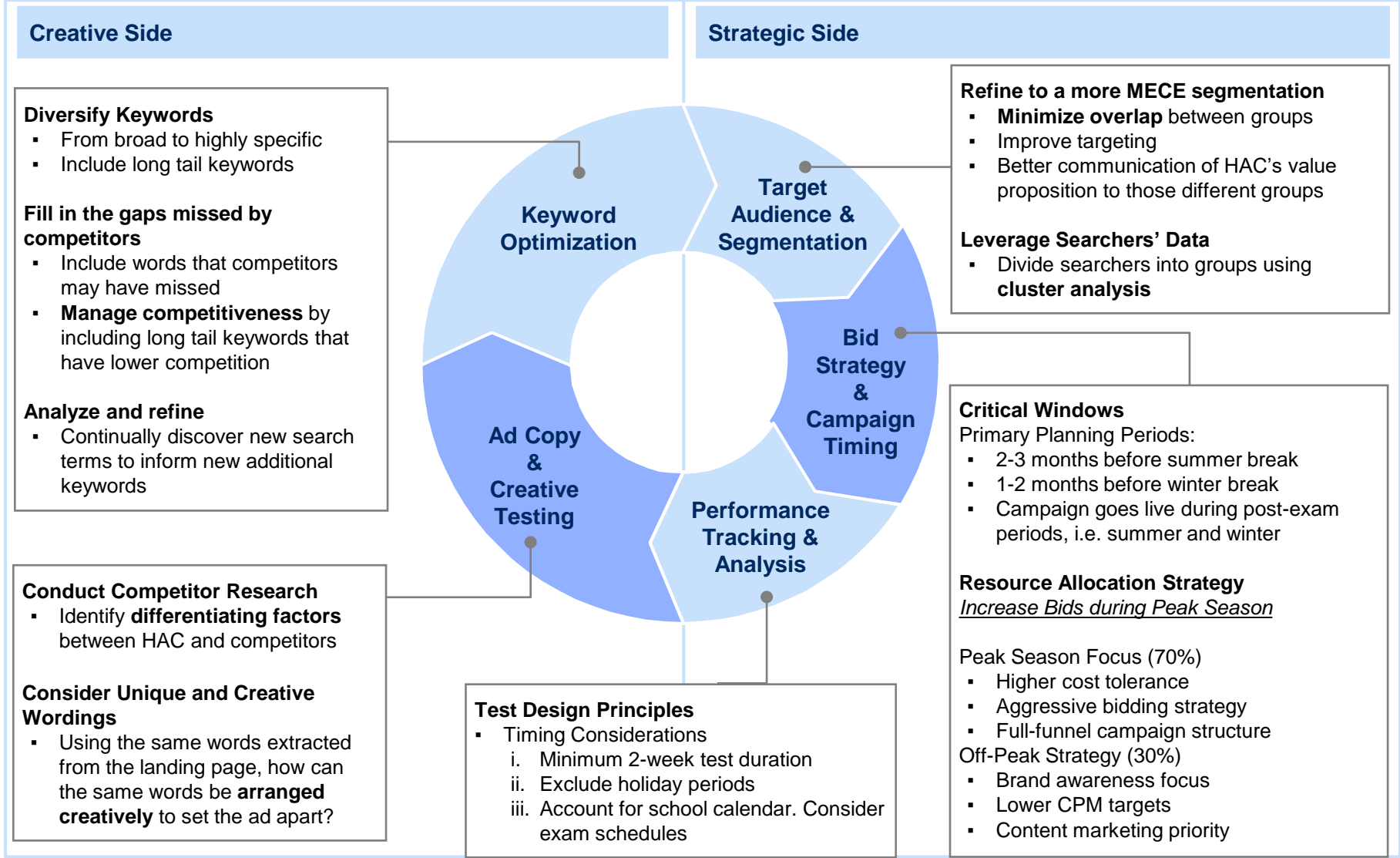
- Timing & Seasonality Factors (Critical) – heavier focus on academic
- Market Factors – surplus of similar services
- Content & Creative Issues – lacking knowledge of target audience and content uniqueness
- Scoping issues – included too many details and failed to catch the audience’s attention first

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Recommendations

Key Takeaways



Testing Strategy Refinement

Test Design Principles

Timing Considerations

- Minimum 2-week test duration
- Exclude holiday periods
- Account for school calendar
- Consider exam schedules

Budget Allocation

- Peak Season: 15-20% of monthly budget
- Off-Peak: 5-10% of monthly budget

Long-term strategic Implications

Annual Planning Framework

- Q1(Jan-Mar)
 - Focus: Spring Festival & New Semester
 - New year programs
 - Academic year planning
 - Early summer registration
- Q2 (Apr-Jun)
 - Summer camp promotion
 - Early bird discounts
 - Parent workshops
- Q3 (Jul-Sep)
 - Focus: Back to School & Fall Programs
 - New semester programs
 - Academic support services
 - Parent-teacher engagement
- Q4 (Oct-Dec)
 - Focus: Winter Programs & Next Year
 - Holiday programs
 - Year-end reviews
 - Next year planning

Market Response Indicators

Key Performance Metrics

Engagement Metrics

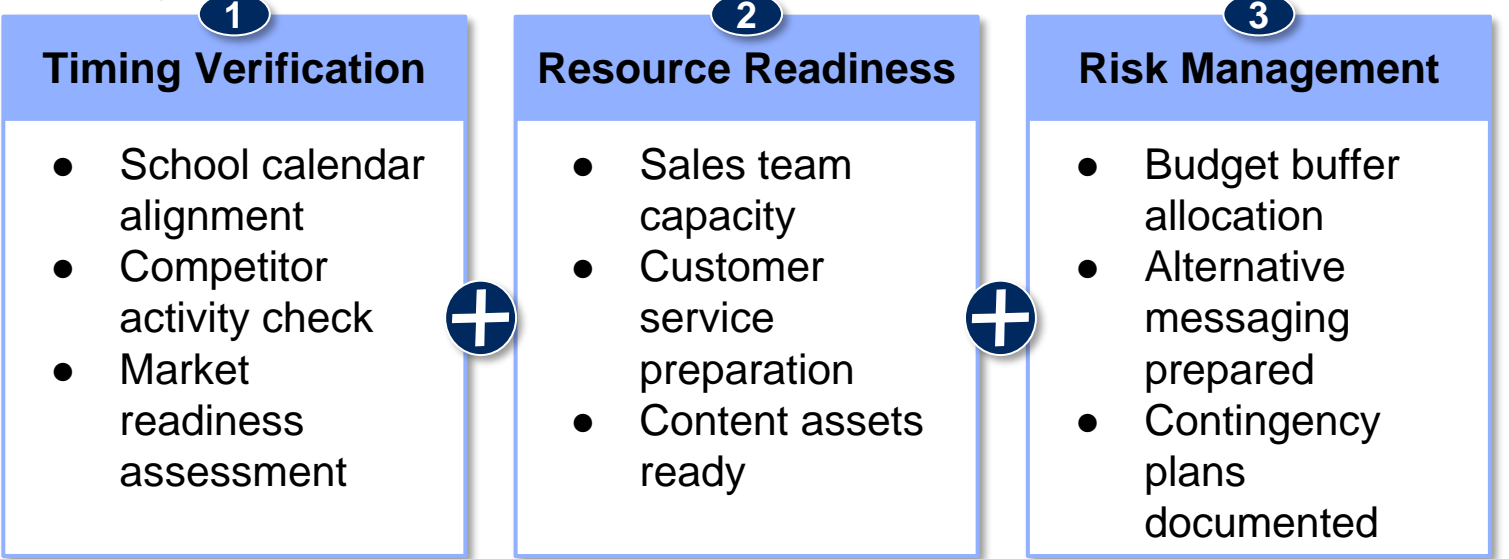
- Peak Season Benchmarks:
 - CTR: >1.5%
 - Conversion Rate: >3%
 - Cost per Lead: <\$50

Off-Peak Benchmarks

- Acceptable Metrics:
 - CTR: >0.8%
 - Conversion Rate: >1%
 - Cost per Lead: <\$80

Future Campaign Guidelines

Campaign Launch Checklist



Core Learning Summary

- **Time is everything:** parent decision cycles, school calendar, seasonal factors, ...
- **Resource Optimization:** budget allocation, content development timing, ...
- **Message Relevance:** seasonal context, target audience, ...
- **Testing Discipline:** structured approach, clear success metrics, ...