

A/B Testing Proposal Batch 2#6

The Hong Kong Award for Creative (HAC) represents a pioneering force in Hong Kong's educational landscape, offering innovative programs that bridge the gap between traditional academic learning and essential life skills development. The goal of this NGO is to balance creative thinking and practical capabilities in young kids. HAC has established itself as a unique provider in Hong Kong's competitive education market. Their approach aligns particularly well in parent expectations and school requirements for comprehensive student development as part of modern education.

The goal of this Google market campaign is to maximize the number of clicks and enhance public awareness of the following program:

Storyland Learning Center(童話夢工場)

The Storyland Learning Center represents an innovation in early childhood education. The center's approach directly addresses parents' growing concern about balancing academic development with creative learning. Through its interactive storytelling environment, the center provides a structured yet imaginative space where children develop both literacy skills and creative thinking abilities.

From a parent perspective, the center offers a compelling solution to several key challenges in today's educational environment. Parents increasingly seek programs that can develop their children's language abilities while maintaining engagement and enjoyment in the learning process. The center's methodology, combining storytelling with interactive learning, provides this balance effectively. Moreover, the program's structure allows for consistent skill development.

For schools, the Storyland Learning Center serves as a valuable complementary resource to existing education. The creative storytelling objective provides schools with specialized knowledge that enhances their literacy programs. This partnership is valuable for schools to diversify their teaching approaches.

Result and success metrics

In order to verify whether the ads settings are effective, we will need to keep track in the following factors:

1. Traffic quality: This evaluates the quality of traffic attracted by the advertisement. Landing page should be paired with the ad content
 - Bounce rate

- Average session
- Page view depth
- Direct exit rate
- 2. Users engagement: Understand users' interest in content and evaluate the quality of users brought by different titles.
 - Content area dwell time
 - Page scroll depth
 - Interactive element click-through rate
- 3. Conversion indicators: Directly measure advertising effectiveness and evaluate the conversion capabilities of different titles
 - form submission rate
 - Consult button click rate
 - phone click rate(If trackable)
 - WeChat/WhatsApp click rate(If trackable)
- 4. Specific factors
 - Geographical location (focusing on Kowloon area)
 - Access period
 - User source

Analysis method:

Data collection period: In weekly period, and are aiming for 500 impressions per variation if possible. However, if certain titles are clearly inactive, they might need human actions involved.

Decision node: A timely CTR evaluation, conversion evaluation and ROI should be conducted.

Data analysis: Since AB test is used, detailed comparison of each variant is necessary in order to generate subsequent optimization suggestions.

Plan 1 (on Ad Group 1 - Parents)

1. Hypothesis

Problem

The Hong Kong parent market demonstrates sophisticated demands shaped by both traditional values and modern educational trends. Parents increasingly seek programs that can provide measurable skills while supporting their children's overall development. This shift is particularly evident in the growing interest in programs that offer practical life skills alongside academic learning.

Hong Kong parents are willing to invest in quality educational programs, particularly those that offer unique value propositions. The demand for weekend and after-school programs is high, especially those that can effectively combine learning with interactive experiences.

According to the information on HAC's website regarding their service range and purpose, we believe that there are a variety of benefits of storytelling/reading that can be appealing to parents. Nevertheless, the comprehensive nature of such benefits can be difficult for us to locate which aspect of the activities attracts parents the most, as one of our major target audiences. Based on our research, we have categorized the benefits into two main kinds: experience-focused and result-focused. By conducting a respective A/B testing in comparing these categories, we hope to gain insights into parents' preference that may be valuable resources for future advertisement campaigns or service development.

Hypothesis

For the same activity, parents pay significantly more attention to an ad description focusing on its result-focused benefits than an ad description focusing on its experience-focused benefits

2. Experiment setup

Location

Google Ads Campaign Website

Audiences

Not all visitors or users are able to view the experiment. We will use the "Ad Variable" function to split the test randomly and the traffic allocated to each group will be the same.

Tracking

The "Ad Variable" will automatically track the performance of each group based on different metrics and we will analyze the results by what we have defined in the "result and success" section.

3. Variations design

Description(A,Control Versions)	Description(B, Test variations)	Hypothesis
Enhance your child's imagination and learning at StoryLand. Join us today!	Let your child embrace the magic of imagination at StoryLand. Join us today!	Decrease CTR: Result-focused benefits are more straightforward to catch viewers' attention.

Plan 2 (on Ad Group 2 - Kindergarten/Primary School Faculty)

1. Hypothesis

Target audience analysis:

Hong Kong schools face increasing pressure to provide diverse learning experiences. They seek partnerships with quality educational providers who can offer specialized programs. Schools value programs that can be effectively integrated into their existing schedules and that align with their educational objectives.

Schools seek partners who can provide not only quality content. The ability to demonstrate tangible learning outcomes and maintain consistent quality standards is crucial for successful school partnerships.

HAC's programs demonstrate strong alignment with these market characteristics, offering schools specialized expertise. The organization's focus on practical skills development, creative learning approaches meet the needs of both parents and schools in Hong Kong's education.

Resource Constraints:

- Limited specialized teaching staff
- Classroom space limitations
- Budget restrictions
- Time allocation challenges
- Administrative bandwidth

Program Needs:

Enrichment activities

- Creative learning solutions
- External expertise
- Innovation in teaching
- Parent engagement activities

2. Experiment setup

To start, the following advertisements will be used.

1.

- Brand Keywords:

- StoryLand HK
- StoryLand Kowloon
- StoryLand education center

- Service Keywords:

- story education Hong Kong
- kids reading program Kowloon
- parent child storytelling
- children book activities
- family story workshop

Long, specific Keywords:

- professional storytelling Kowloon
- parent child reading classes HK
- kids story activities Kowloon
- family storytelling workshop
- children book education center

2. Headlines:

Experience Focus:

"StoryLand | 18 Years of Excellence"

"StoryLand | Trusted by Kowloon Families"

"StoryLand | Professional Story Education"

Benefit Focus:

"StoryLand | Reading & Growth Together"

"StoryLand | Expert Child Development"

"StoryLand | Family Learning Center"

3. Descriptions :

"18 years of professional story education in Kowloon. Expert-led reading programs. Join now!"

"Transform learning through stories. Parent-child activities, reading workshops. Book a trial today!"

"Professional storytelling center since 2006. Nurturing growth through stories. Visit us in Kowloon!"

3. Variations design

ABTest:

Headline(A,Control Versions): StoryLand | Professional Story Education

Headline(B, Test variations analysis)	Hypothesis
StoryLand <u>Expert</u> Story Education	Increase CTR: "Expert" implies a deeper reserve of professional knowledge. It can better impress parents who care about the quality of education. It also highlights the advantages of 18 years of industry experience.
StoryLand <u>Creative</u> Story Education	More appealing to younger parents: "Creative" implies innovative teaching methods, which are different from traditional educational institutions, and emphasizes the characteristics of combining education with entertainment.
StoryLand <u>Effective</u> Story Education	Increase conversion rate: Directly emphasize educational outcomes; impress parents who value return on investment; imply specific learning effects
StoryLand <u>Trusted</u> Story Education	Increase local conversion rate: Emphasize community trust Suitable for localized marketing strategies Reduce new customers' concerns

* Only one of the variations should be used.