



Post Campaign Strategy Report - HOLDING ACCOUNTABLE LLC

Executive Summary:

Campaign overview: “Holding Accountable LLC” is healthcare staffing consulting startup company founded in November 2015 by Mr. Manjeet Singh and is fully owned by him. With the motto ‘Your trust is our priority.’, the company will find the best talent for hospitals and clinics, and negotiate the best possible compensation for the candidate to ensure a win-win situation. The uniqueness about “Holding Accountable LLC” company is not just to earn the profit but share it with its customers more than itself. The service offered by Holding Accountable LLC targets two types of audience: Employers, Job Seekers. The company’s website is <http://www.holdingaccountable.com/>, developed in November 2015 and is now managed by Mr. Manjeet Singh only. The company is socially active on Facebook, LinkedIn and willing to spread its brand on another social platform such as YouTube, Twitter, and Google+. The online marketing campaign was done using google and Facebook ads. The adword campaign lasted for 21 days from 11/04/2016 to 11/25/2016 for Google and two weeks for Facebook during this duration which utilized total of \$294. \$244 was spent on Google ads and \$44 was spent on Facebook ads. The campaign was aimed primarily 3 goals first: to spread awareness of the brand, second: driving employees to the website, third: drive employers to the website: In order to achieve the mentioned goals, we have run 4 campaigns, namely: Job Seekers, Employers, Brand Awareness, Facebook (Increase Brand Awareness).

Key Results: Overall, our account had four campaigns, 05 Ad Groups, 16 ads, and 150 keywords. Important pre-defined statistics of AdWords campaign were met and the results were significantly higher than the team’s expectations.

GOAL	IMPRESSIONS	CLICKS	CTR	CPC
EXPECTED	18,000 - 20,000	250	1.0%	\$1
ACHIEVED	22,146	265	1.20 %	0.92\$

Table 1: Google Ad Words goals and results

AD GROUP	IMPRESSIONS	CLICKS	CTR	CPC
Brand awareness for job seekers	2470	46	1.86%	\$1.00
Healthcare nursing	1021	14	1.37%	\$0.82
Licensed healthcare professional	2982	22	0.74%	\$1.00
Nursing	2584	14	0.54%	\$1.00
Private clinic/hospitals	21	0	0.00%	\$0.82

Table 2: Google Ad group results

GOAL	IMPRESSIONS	REACH	BUDGET
EXPECTED	18,000 – 20,000	12,000 – 15,000	\$50
ACHIEVED	21,199	16,124	\$44

Table 3: Facebook Campaign goals and results

Conclusion: The AdWords campaign succeeded due to its efficient campaign structure, relevant, keyword choice and consistent monitoring, modification of the strategy. Despite significant changes in the account structure and budget, the campaign showcased clarity on the objectives to be achieved. Making good use of reports and realizing the cause and effect of account changes is key to success. Through constant experimentation within the tightly knit ad groups, the campaign was able to deliver the objectives set for the client.

Future online marketing recommendation:

We have the other following few recommendations:

- Use long tail keywords, negative keywords extensively, pause the unresponsive keywords.
- Increase the budget of Online Advertising to meet AdWords suggestions of increased outreach and clicks.

Campaign overview:

Google AdWords:

Overall, our account had 03 campaigns, 05 Ad Groups, 16 ads, and 150 keywords. These campaigns, Ad Groups, and keywords were selected using research from the **Google Keyword Planner**.

<input type="checkbox"/>	●	Campaign	Ad group ↑	Campaign name
<input type="checkbox"/>		 Brand Awareness	Brand Awareness For Job Seekers	Brand Awareness
<input type="checkbox"/>		 Job Seeker's Campaign	Healthcare Nursing	Employers
<input type="checkbox"/>		 Employers	Licensed Healthcare Professional	Job Seeker's Campaign
			Nursing	Job Seeker's Campaign
			Private Clinic/Hospital	Employers

Campaign Duration: 11/4/2016 to 11/25/2016

–Google AdWords: \$244

- Primary Goal was to drive traffic to our official website and increase customer awareness of our website's various vacancies available for job seekers and help the employers to get their best match; while the secondary goal was to reach new potential customers across 25 compact states in US.
- In terms of metrics our Campaign's objective was to achieve a 1.0% CTR with \$1 average CPC, with at least 18,000 -20,000 impressions across 25 states within US (compact states) with 250 clicks and the budget was limited to 250\$ for Google-AdWords.

Facebook AdWords:

Overall, our account had a campaign of objective Brand Awareness with 6 ads.

Campaign Duration: 11/11/2016 to 11/24/2016

–Facebook Ads: \$44

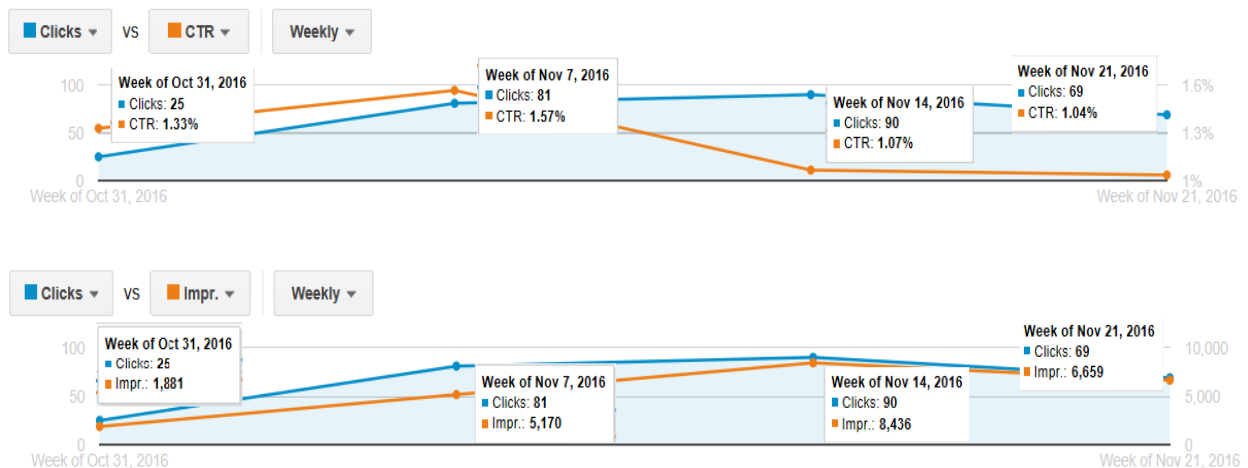
- For Facebook Ads, the main campaign objective was to spread Brand awareness with primary focus on impressions.
- The Facebook account had 6 ads created with a target of achieving 18,000 –20,000 impressions and a reach of 12,000 –15,000 audience with a budget of 50\$.

Strategies for achieving key objective:

- To achieve our objective, we had to continuously monitor and refine our keywords manually to improve the relevance of the keyword.
- Ads were also refined on weekly basis to attract new customers.
- Call extension was made available to help our customers directly contact and get the required information.
- Budget monitoring was done as there was a limit of budget and to optimize maximum out of it. Total amount spent was 288\$.

Evolution of Your Campaign Strategy

Our campaign went through major changes during the period from Nov 04th, 2016 to Nov 21st, 2016. The following table accounts the important milestones that it observed. It can be divided in three phases for the almost three weeks the campaign ran for.



Phase	Milestone	Impact
Week 1	3 Campaigns - Employers (2 Adgroups), Job Seekers (2 Adgroups) & Brand Awareness (1 Adgroup) with 15 Ads in total Brand Awareness campaign showed best results with CTR as high as 2.24% Shift in budget allocation towards Brand Awareness and Job Seekers campaigns as they were performing better in terms of CTR	Impressions: 3413 Clicks: 55 CTR: 1.61%
Week 2	Brand Awareness Campaign continued to provide best results but the results for Employers Campaign improved significantly i.e. a 30.77% increase in Clicks from the previous week Modified Ads to include On Call ad extensions To sustain the performance boost in all campaigns, we increased the budget for the week from \$58.36 to \$93.86 Initiated advertising on Facebook by implementing 2 Facebook Ads	Impressions: 1515 Clicks: 13 CTR: 0.86%
Week 3	Increased Facebook Ads by 4	Impressions: 115 Clicks: 3

	Campaign ended on a Total Budget of \$244 for Google AdWords & \$44 for Facebook Ads	CTR: 2.61%
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Key Results

Campaign Performance: Google AdWords: Total, Campaign wise and Ad group wise

Impressions ▼	Clicks ▼	CTR ▼
22,146	285	1.20%

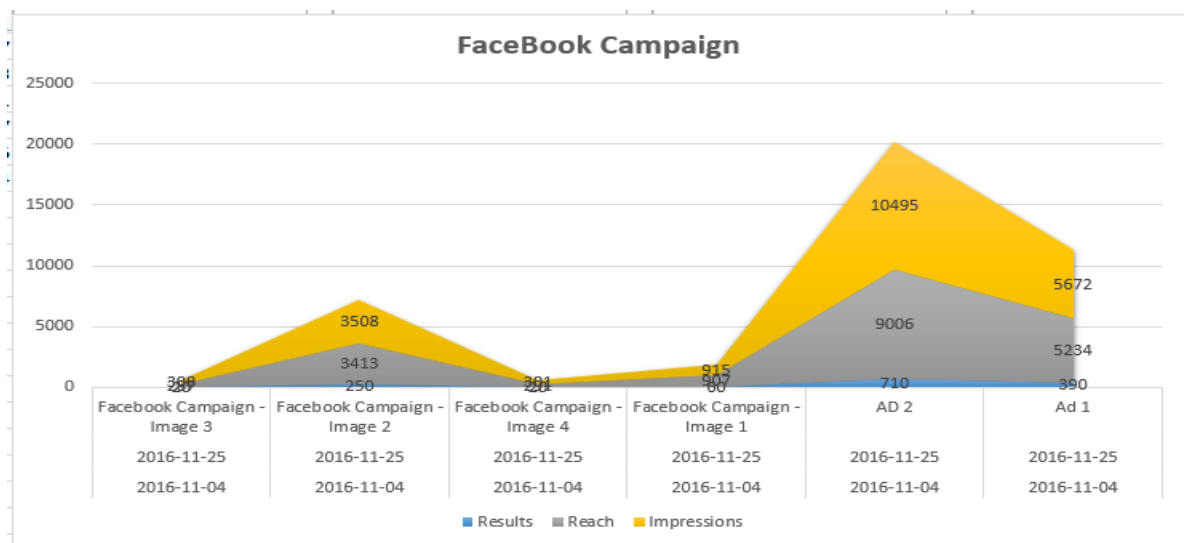
Campaign ▼	Impressions ▼	Clicks ▼	CTR ▼
Job Seeker's Campaign	13,179	109	0.83%
Brand Awareness	5,758	112	1.95%
Employers	3,209	44	1.37%

Campaign ▼	Ad group ▼	Impressions ▼	Clicks ▼	CTR ▼
Job Seeker's Campaign	Licenced Healthcare Professional	8,201	73	0.89%
Brand Awareness	Brand Awareness For Job Seekers	5,758	112	1.95%
Job Seeker's Campaign	Nursing	4,978	36	0.72%
Employers	Healthcare Nursing	3,124	43	1.38%
Employers	Private Clinic/Hospital	85	1	1.18%

Facebook: Overall, Facebook Ad wise performance

Campaign	Start Date	End Date	Reach	Impressions
Brand awareness	Nov 11, 2016	Nov 24, 2016	16,124	21,199

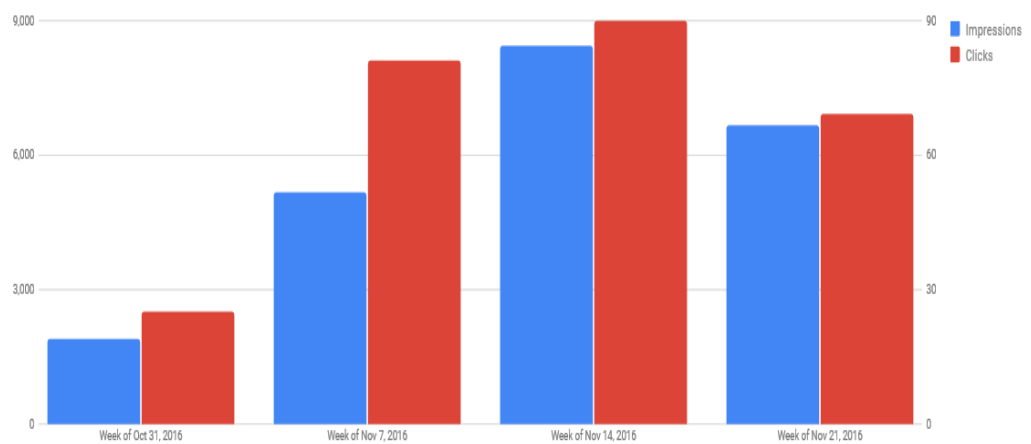
Six Ad Set and Campaign wise performance are same due to only one campaign.



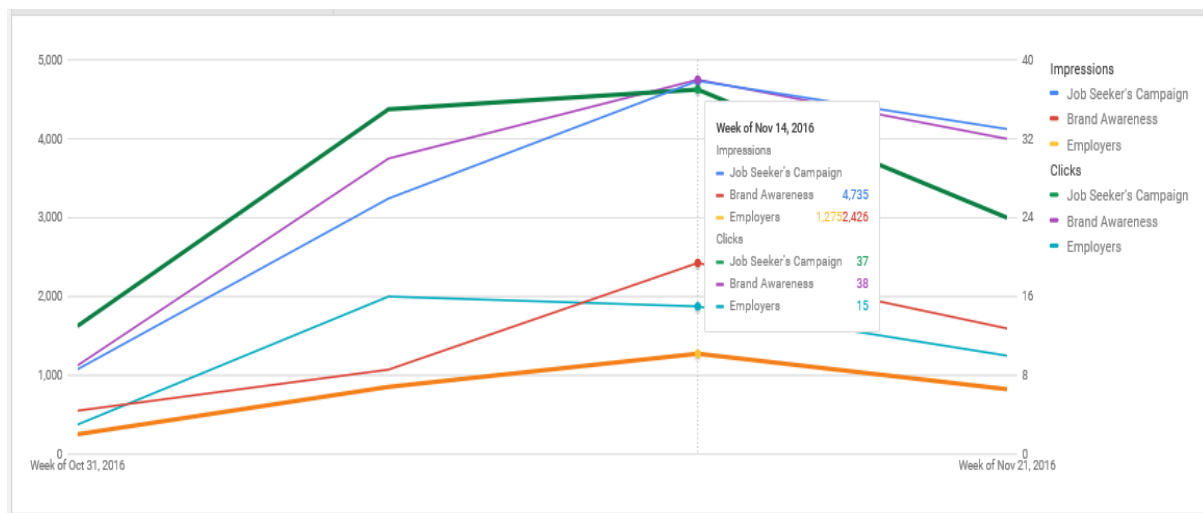
Impression and Reach statistics indicates success of brand awareness campaign

Weekly Performance: Google AdWords

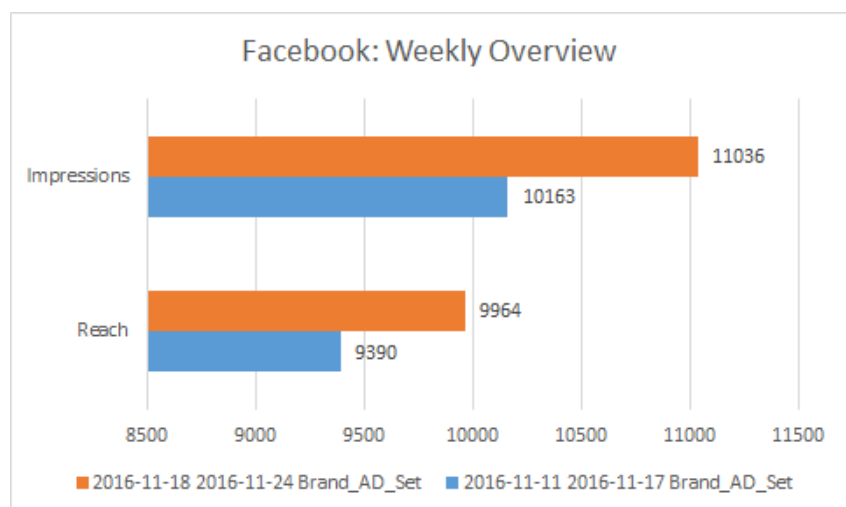
Graph indicates overall campaign's clicks and impressions. We reduced the budget in last week due to limited budget constraint.



Line chart indicates Clicks and Impressions performance per campaign.



Facebook weekly report overview indicates reach and impressions counts has been increased from



Keyword combinations that were effective and ineffective

Search keyword	Quality sco	Click	Impressio
physical therapist	--	14	1,687
occupational therapist	3	10	1,167
Registered nurse	--	9	862
+Certified +Nurses	--	2	693
certified +nurses	--	7	641
Registered nurse	3	2	557
+Nurses +required	5	12	493
healthcare management	--	7	380
patient care technician careers	--	4	299

Search keyword	Quality sco	Click	Impressio
licensed practical nurse courses	--	0	0
licensed practical nurse responsibi	--	0	0
nurse practitioner headhunters	--	0	0
Required Travel Nurses	--	0	0
jobs with high travel	--	0	0
travel for a job	--	0	0
licensed practical nurse degree	--	0	0
travel for job	--	0	0
licensed practical nurse job duties	--	0	0

Mistakes and Learning

- Instead of more adding long tail keywords, we added general keywords which resulted in high cost per click in starting week of campaign.
- We used many keywords as broad match which are to be added as an exact match, which resulted in high number of impressions but less CTR.
- Negative Keywords were used only in one campaign, instead we can add more negative keywords in other campaigns to improve the CTR.
- No other extensions used apart from the call extension.
- No automated rules were used.
- Use of AdWords Editor could provide us quick access to common tasks or to advanced features and settings.

Performance

- With respect to predicted 18,000 - 20,000 impressions, 250 clicks and the budget was limited to 250\$, we achieved 265 clicks, 22,146 impressions with a CTR of 1.20 % and average CPC was 0.92\$ for a budget of 244\$.
- With a target of achieving 18,000 – 20,000 impressions and a reach of 12,000 – 15,000 audience with a budget of 50\$, We achieved a 21,199 impression with a reach of 16,124 and amount spent was 44\$.

Conclusion

Campaign	Impressions
Job Seeker's Campaign	13,179
Brand Awareness	5,758
Employers	3,209

- Highest click through rate achieved for Brand Awareness for Job Seekers Ad group
- In Facebook, in just a week's span reach was 16,124
- Most of the clicks in Facebook we received from age group 18-24

- Thus, we believe Facebook was proven as a better medium for Brand Awareness than AdWords

Future Recommendations

Our Client being a startup Company, we have the following few recommendations:

- **Keywords** - Use long tail keywords, negative keywords to improve the CTR.
- **Budget** - Increase the budget of Online Advertising to meet AdWords suggestions of increased outreach and clicks
- **Website** - Consider redesigning the website by adding more job openings, reviews from customers & clients.
- **Google Analytics** - Integrate Google Analytics User ID to track conversions, Traffic, demographics etc.
- **Google & Facebook Ads** - Create more targeted ad groups with appealing and effective ads by using different types of extensions such as review, sitelink & call-out extensions.

Learning Component

Learning Objectives and Outcomes: We started out project with the plan of implementing the concepts we learned about Google AdWords and Facebook campaign. Working on the group project using AdWords and Facebook campaign, not only helped us in gaining knowledge pertinent to this area but also helped us improving our team work skills to a great extent. We use to have scheduled meeting time to me dedicated for specific tasks. So we can say that we came out of it with the feeling of satisfaction and sense of accomplishment. Considering our client's requirement we decided to run four campaigns including Facebook. As mentioned above, our client wanted to attract job seekers as well as employers in his business. Based on the requirement we kept separate campaign for each service provided by our client's business and one more campaign for brand awareness as the business is relatively new (1 year). Working thoroughly for 3 weeks where we had frequent meetings for changing and improving keywords, updating budgets and many more. Out of four campaigns (three AdWords and one Facebook), we divided our work as: each (Job Seeker, Employers) campaign between two people and we kept brand awareness campaign both in AdWords and Facebook as common, so that we all can put our maximum efforts in this campaign as the

primary requirement for our client was to spread awareness of the brand. Our collaborator efforts helped each other to have better understanding of topics and implement the concepts right away.

Group Dynamics: Working in a team is always challenging as there is difference of opinions amongst team members and its certainly not possible to implement the ideas of each and every member. Our case was also no exception to this. Many times our opinions contradicted with each other, however, every time we tried to figure out the root cause behind differences in opinions before reaching out to a conclusion. For example, while deciding keywords, we struggled hard as we had to put keywords keeping in mind our limited budget. Many keyword's budget got exhausted right on the first day which compelled us in changing them to long term keywords. In case of Facebook, we achieved a 21,199 impression with a reach of 16,124 and amount spent was 44\$. The results were significant more than what we expected where, we achieved 265 clicks, 22,146 impressions with a CTR of 1.20 % and average CPC was 0.92\$ for a budget of 244\$. Nevertheless, there is always scope of improvement. We could have attained even better results if we had kept more negative keywords and long tail keywords right from the beginning of campaign. So overall, we all enjoyed working on the project and came up with great learnings with good results.

Client Dynamics: Our project company, Holding Accountable, is a startup and has only 2 employees currently. The owner faced the challenges while working as a nurse in healthcare industry. Thus, he decided to open his own venture which can help the job seekers in finding a relevant job opening and employer to find the deserving candidate. In short, he decided to act as a bridge between employers and recruiters. Initially, when we were looking for the client for this project, we as a team decided to post this requirement on LinkedIn. We got two positive responses; two businesses were ready to improve their business using our help. Then, we chose Manjeet's team because this company was pretty new with almost no idea about Google Analytics to promote their business. Though we were aware that we will be going to face more challenges, but we did not give up there and kicked off this project after letting him know the complete situation that how we can help him. He showed the trust in our team. We made sure to give him all the updates about the project on weekly basis over an audio-video session. Once we started using Ad Extensions week 2 onwards, he told us that he received few calls from job seekers. This was the first milestone for us and for him as well.

Future Recommendations: As Google AdWords worked really well for his newly settled start-up. We received impressions more than the expectations we set before starting this project, after having discussion with the client. So, we suggested him to run such campaigns more in near future. Especially for brand awareness campaign, we received CTR of 4.2% which is way better and actually helped people to know more about the services this business provides. We even suggested him to make the relevant modification in his website. For example, we recommended him to add the hyperlink of the job section directly below the section where website talks about the services it provides to job seekers, which will help will job seekers to directly jump to the page they are looking for. The similar recommendation we would like him to apply him to Employers section also, where he gives the message about employer's services he provides. Below that if he can add hyperlink which can directly take users to the page they are looking for, it will enhance user's interest in the website. In future, it would be beneficial to create ads state specific as in USA every state has different permits, rules for health industry. It will be easier to target state specific employers and job seekers.