



GOOGLE ONLINE MARKETING CHALLENGE

POST CAMPAIGN REPORT

OVERVIEW

San Francisco Youth theatre is a performing arts organization based in San Francisco, California. 5 members strong, SF Youth Theatre is dedicated to creating cutting-edge theater for children and youth ages 3-24. They offer **classes** and performance ensembles, productions for young audiences, school residencies **and** a repertoire of original productions. Unique features of the theatre –

- One Play at a Time
- Sliding scale tuition basis
- Tells compelling stories of our community

The target for SF Youth theatre AdWords campaign was to **increase awareness about the theatre for more viewership** and **boost traffic to the official website**. To tap into the needs of the organization we created **2 campaigns** and **6 ad groups**. The campaigns run for **25 days (April 2, 2019 – April 26, 2019)** on the **Google Search Network (GSN)**. The campaigns were targeted at the San Francisco and nearby locations with **6 Ad groups, 202 Keywords, 16 Ads** with an aim to reach the audience less familiar with the theatre. Initial goals set as the **Key Performing Indicators** for the account were to have a minimum **CTR of 5.0%** (Google standard) and increased presence on the search network by increasing **impressions**.

RESULT

Overall, the account far exceeded the established KPIs results. A **CTR of 5.81%** was achieved by obtaining **482 impressions** and **28 clicks** at an average **CPC of \$1.64** in the span of 25 days. We regard this as a very satisfactory result for a relatively unknown theatre organization with unique features.

The most successful campaign was the **Campaign 2** (started April 12) that received the most **clicks at 26, 416 impressions and CTR of 6.25%**. The top performing ad groups of Campaign 2 were **Acting Classes (4 clicks, 22 impressions, 18.18% CTR, \$1.29 CPC)** and **'Theatre for kids' (17 clicks, 299 impressions, 5.69% CTR, \$1.29 CPC)**.

The **Campaign 1 (2 clicks, 59 impressions, 3.39% CTR)** exhibited slow getting off the ground in week one, causing a shift to the Campaign 2 after careful consideration. However, the top ad group of Campaign 1, **Focus CTR** had received a decent response of **47 impressions, 2 clicks and 4.26% CTR**.

CONCLUSION

The AdWords campaign was highly successful as **impressions increased by 182%, Clicks improved by 600%, and CTR improved by 3.64% (2.11% earlier)** which was necessary to meet the minimum 5% CTR Google standard to sustain the account. The key to having a successful campaign was result of focusing on creating visibility for the organization. This was achieved by numerous optimizations, plethora of tools available within AdWords including use of Reports, Tools, and the Keyword Planner, as well as constant account monitoring. Inclusion of new campaigns, increasing CTR and presence through impressions are all measures of success. The greatest success in this case, however, will be SF Youth Theatre continuing to use AdWords and implementing the recommendations on account.

FUTURE RECOMMENDATION

It is recommended that SF Youth Theatre continue using AdWords to further facilitate growth. Improvements to the landing page will increase positioning of ads and further reduce CPC. Furthermore, it is recommended that a minimum **CTR of 5% to be maintained** and aimed at achieving higher to maintain the credibility of the account. Also, we discovered that there is a need of corrections in the conversion tags placed at the site level which will help them track the CTAs.

INDUSTRY COMPONENT

Campaign Overview: The primary goals of the 25 Days AdWords campaign were based upon the SF Youth Theatres needs to drive traffic to their website to: 1) increase viewership 2) improve brand awareness, and 3) promote events (plays). The success metrics included achieving a CTR of 5.0% and surpassing the impressions average of only 173 impressions per month until Q1 2019. To achieve these goals, the campaign ran from March April1, 2019 through April 26, 2019 on the Google Search Network. Two campaigns were created: Campaign 1 and Campaign 2 that directed users to unique landing pages within the client’s website and included a combined total of 6 Ad Groups, 16 ads and 202 keywords as shown in Figure 1.



Fig. Campaign Structure

The team AdMag_UTD worked to manage the account. Overall performance of the account was monitored that drove all strategic decision. AdMag_UTD continued to find and use new features to optimize the account over the entire 25 days window. A team member was assigned to the position of campaign manager to regularly monitor the entire campaign by analyzing all daily scheduled AdWords Reports, overall performance, and strategies for further optimization.

Tasks included: We used the **Location Targeting** in Bay area for 50 miles from the theatre location. This covered the nearby areas like San Jose, Santa Rosa, Mountain View and more.



Fig. Location

- **Ad Extensions such as Sitelinks** were also utilized to maximize the user experience while also increasing relevance.
- The keywords used were mostly **Long Tail keywords** from the perspective of a potential viewer and parent as the theatre offer drama classes for kids. This **ensured more focus, less ambiguity** and thus better chances to rank well for certain keywords.
- The bid strategy used was **Maximized CPC** as the Quality score of the website initially had a low-Quality Score. Thus, maximizing the bids could counter for the quality score and help in increasing the ad ranks.
- The budget allocated for the account is precisely \$329 per day by Google for a non-profit. Our **Campaign 1 and Campaign 2 utilized a budget of \$100 each every day**. This was done to keep a buffer budget for the new campaigns as one of the unique features of the theatre is – One Play at a Time. This requires a campaign modification for the upcoming play.

EVOLUTION OF THE CAMPAIGN STRATEGY:

Week 1 (April 2 – April 6) saw the first campaign being added to the account. This campaign 1 was aimed to improve the overall visibility of the theatre with respect to the theatre audience. Campaign 1 had 3 ad groups aimed at improving the impressions and CTR for 3 different categories, over all theatre CTR, plays for kids and classes for kids.

Week 2 (April 7 – April 13)

This campaign started accumulating data by the end of first week and made a decent progress by the end of week 2. Focus CTR was the Ad group that performed the best as seen in Fig. However, there was more potential to tap into the various features of the theatre.

Week 3 (April 14 – April 20) Thus, a collective decision was made to pivot another Campaign 2. This campaign was created on April 12,2019 for this purpose using different targeting methods focused on upcoming plays of the theatre, Summer classes being offered for kids and an overall theatre presence. Ad Groups in Campaign 2 were created using to refine the target audience. The Ad group 'Theatre for kids' saw the impression number of 6 on the April 12 and subsequently 17, 18 and 29 impression in the next few days. With this the CTR increased to 10.34% and average CPC of \$1.88. The other ad group Acting Classes had also started to pick up by April 16. This made it clear that a receptive target audience could be reached. The third week of the campaign saw a

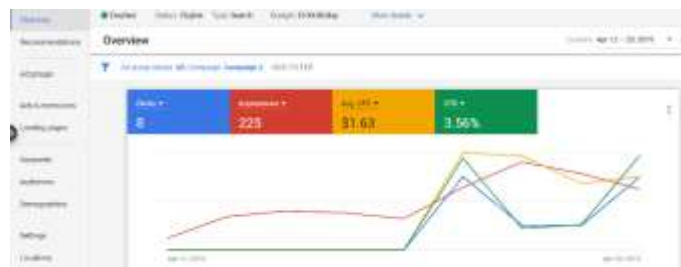
renewed focus on **campaign 2**. A conscious decision to focus on driving more clicks to the specified landing pages via the ads.

Optimization implemented to the campaigns –

- We removed the generic single keywords and added more new long tail keywords in each ad group. Since, the website needed more presence, we avoided using negative keywords at this point so that the relevant traffic could be driven to the site.
- At this point, low performing keywords like ‘plays’, ‘Theatres’ were also eliminated.
- An ad for the upcoming ‘The AfterLife Play’ to be held on April 18 was created. The keywords related to the Ad and landing page were added for more impressions and CTR.

Results Week 3:

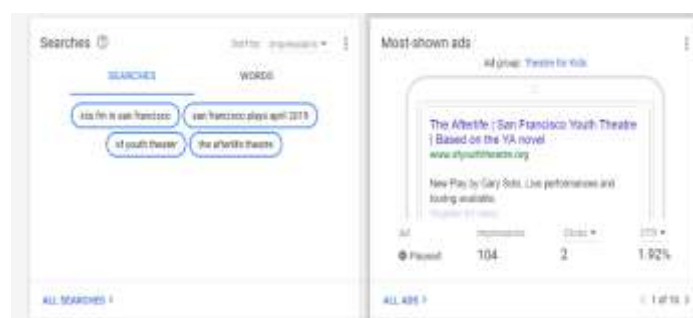
- **Campaign 2** metrics improved – 225 Impression, CTR improved to 3.56%, Avg CPC reduced to \$1.63; Click increased to 8.



- **Overall Campaign** metrics improved - 283 Impression, CTR improved to 3.53%, Avg CPC reduced to \$1.63; Click increased to 10



- The top ad and keywords during this period were the below ones as targeted –



Week 4 (April 21 – April 26) - The optimization in keywords reflected in the last week more positively. ‘The Afterlife’ Ad was paused on April 19 and new ads were added for the next upcoming play ‘Al Capone does my shirts’ on May 3. The budget and bid strategy was not changed. More Keywords related to the play and ad were added in the ad group. This involved focusing on alternate keyword match types ‘Plays for kids in sf’ (broad match), increasing Max. CPCs of \$2 on successful keywords. One major **optimization was to pause the Campaign 1**, as it was unable to generate impressions and so that focus was on Campaign 2 to drive the traffic. This strategy proved useful tremendously. This improved the number of clicks, impressions and increased CTR of minimum 5.44% (minimum 5% required) was achieved on **April 23, 2019**. The **average CPC reduced from \$1.99 (end of week 2) to \$1.69**. Furthermore, the performance of ads and CTR improved impressively in the last week of the campaign particularly as we can see in Fig. **Average CPC further reduced to \$1.61, CTR improved to 9.13%.**

Campaign	Ad group	Clicks	Impressions	CTR	Avg. CPC (\$)	Avg. position	Cost
Campaign 1	Focus CTR	2	47	4.26%	\$1.62	2.83	\$3.23
	Classes CTR	0	7	0.00%	0	5	0
	Kids CTR	0	5	0.00%	0	3.6	0
Campaign 2	Theatre	5	91	5.49%	\$1.77	4.19	\$8.86
	Acting Classes	4	22	18.18%	\$1.29	3.68	\$5.17
	Theatre for Kids	17	299	5.69%	\$1.68	4.24	\$28.53
Overall		28	482	5.81%	\$1.64	4	\$45.79

Table 1



Fig. Overall Campaign Performance Avg. CPC vs CTR

Overall Highlights:

The AdWords account was successful in improving nearly all metrics-based goals that were set. As shown in Table, the campaigns generated 482 impression, clicks at an Avg. CPC of \$1.64 and

an **overall CTR of 5.81%**. This strong CTR was achieved using highly specific targeting options based on Location and keywords for Family-Focused affinity audience. This well-defined keyword struck a balance of lowering CPCs, while driving volume of interactions. The top performing ad groups were **Acting Classes (4 clicks, 22 impressions, 18.18% CTR, \$1.29 CPC, \$5.17 total cost)** and **'Theatre for kids' (17 clicks, 299 impressions, 5.69% CTR, \$1.29 CPC, \$28.53 total cost)**. The significant impact the campaign 2 had in driving clicks is substantial in increasing awareness for SF Youth theatre. Below are **the top ads** -

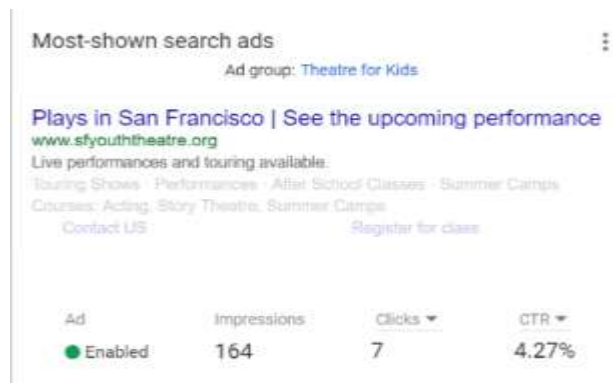


Fig. Adcopy 1

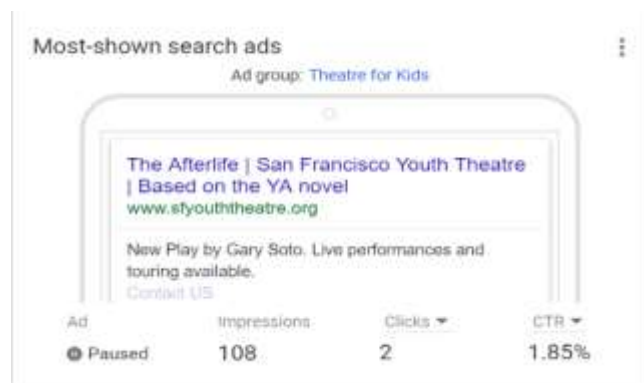


Fig. Adcopy 2

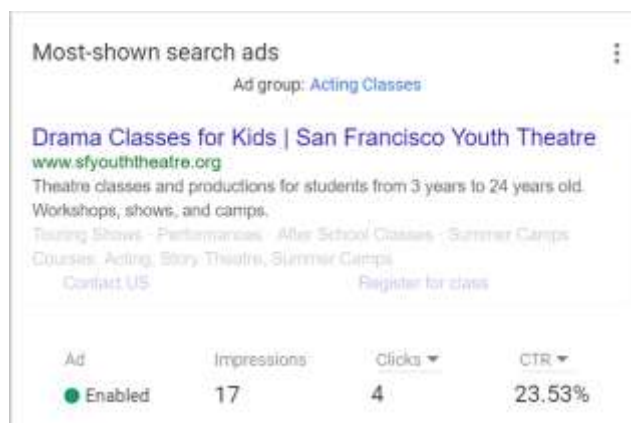


Fig. Adcopy 3

Most-shown search ads			
Ad group: Theatre for Kids			
Al Capone Does My Shirts A theatrical experience Classic for kids www.sfyouththeatre.org Based on the Bestseller book by Gennifer Choldenko. Upcoming performance on May 3, 2019 at SF Youth Theatre. Turning Shows · Performances · After School Classes · Summer Camps Courses: Acting, Story Theatre, Summer Camps Contact Us Register for class			
Ad	Impressions	Clicks	CTR
Enabled	8	8	100.00%

Fig. Adcopy 4

Along with this, our ads also achieved the top spot at times –

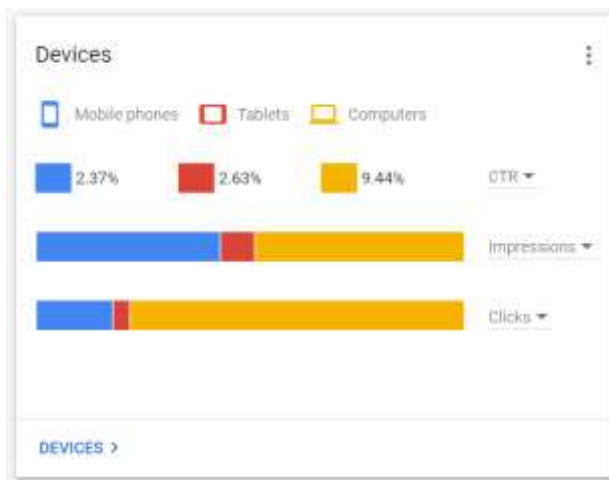
The figure consists of two screenshots of Google search results. The top screenshot shows a search for "al capone plays in sf". The top result is an advertisement for "Al Capone Does My Shirts | A theatrical experience | sfyouththeatre.org", which is highlighted by an orange arrow and the text "TOP AD". The bottom screenshot shows a search for "drama classes for 13 year olds in sf". The top result is an advertisement for "Drama Classes for Kids | San Francisco Youth Theatre", which is highlighted by an orange arrow and the text "AD APPEARS ON SEARCH". A 3D cartoon character of the number 1 is positioned between the two screenshots.

Fig. AD search

TOP KEYWORDS

Search keyword	Clicks	Impressions	CTR	Avg. CPC	Cost (USD)	Avg. position	Avg. CPM	Quality Score (/10)
shows in san francisco	1	37	2.70%	\$1.97	1.97	4.14	53.24	4
plays in san francisco	3	31	9.68%	\$1.96	5.88	3.16	189.68	5
sf performances	4	27	14.81%	\$1.72	6.89	3.93	255.19	6
san francisco theater	2	23	8.70%	\$1.93	3.86	4.74	167.83	5
musicals in san francisco	2	19	10.53%	\$1.92	3.83	4.63	201.58	-

DEVICE PERFORMANCE



Devices overview

Device	Impressions	CTR	Clicks
Tablets	33	2.63%	1
Mobile phones	211	2.37%	5
Computers	233	9.44%	22

Maximum **Impression** were achieved on **Mobile Phones**. However, the CTR was highest on **Computers**.

DEMOGRAPHICS

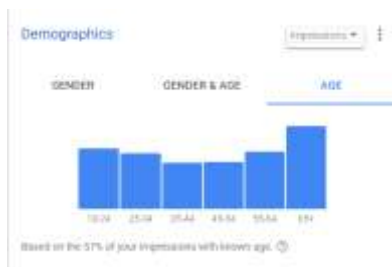


Fig. a



Fig. b

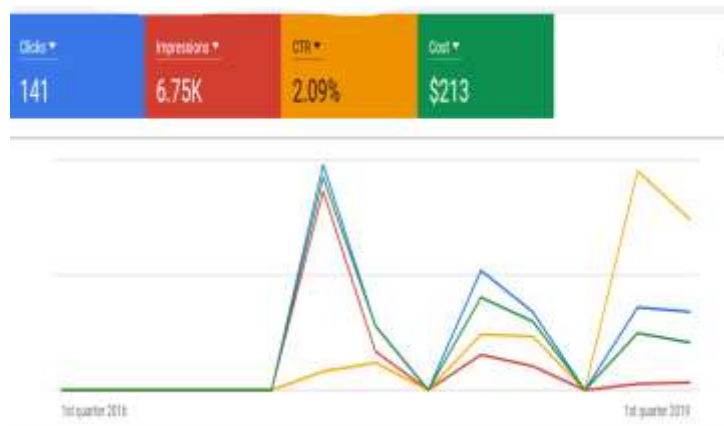


Fig. c

From the graphs above we can see that the impressions for males (192) were higher than females (155). The impressions were highest for age group 65+. Overall, most clicks(5) were by male between age group 25-34 years old.

CONCLUSION

The overall AdWords results for the account, shown in Table, far exceeded the original proposed success metrics and would be an exceptionally valuable tool for SFYT moving forward. **A final CTR of 5.81% was a 275% increase from initial.** The **final click totals of 28** was achieved, which was a 600% increase and impressions increased by 180%. The large number of clicks obtained because of optimization efforts provides C2C with additional awareness within the communities they serve. **A reduced average CPC of \$ \$1.64 from \$1.99 (first week of campaign) was achieved.** The large number of clicks obtained because of optimization efforts provides additional awareness within the communities they serve.



From the pre-campaign report we can assume the average of metrics per month. Impression – 6.75k/ 36 month = 173 impression
Clicks – 141/ 36 months = 4 clicks per month

Fig. Pre-Campaign Statistics

Fig. Post-Campaign



NEXT STEPS

Create another ad group for the upcoming play and add more keywords related to it. Making any major changes to the account, puts the account in the learning mode for 5 days where it develops strategies for the bidding. Thus, keep a buffer of few days before an event for optimized AdWords performance.

FUTURE RECOMMENDATIONS

In working with SF Youth Theatre and understanding their mission, it is a strategic and technical recommendation that they continue with AdWords and the established campaigns. To improve the Avg. Pos. of Campaign 2, SFYT must **update its landing pages** for additional content and matching of highly ranked keywords to further drive down CPC and improve overall rank. One of the most important observation and recommendation for SFYT is to **check the conversion tags set up at the website level**. They have not been set-up optimally and thus there is **no conversion tracking in the account currently**. This can only be rectified by the web developer. Due to this we can not track the ROI for this account.

The **Facebook page of SFYT can be operated regularly**. This will enable more visibility and sharing. Also, SYFT has no reviews in the organic search. Thus, they can delve into there viewership base and invite some theatre lovers to write a review for them. This will add credibility to their website. In terms of metrics, the aim should be now increase number of campaigns and ad groups to widen the horizons and utilize the budget allocated.

LEARNING COMPONENT

Learning Objectives and Outcomes

Our team participated in the GOMC with the objective to gain a better understanding of the **dynamics of Google search and display networks** and how they can be utilized in promoting a small sized business. Additionally, our aim was to develop a comprehensive understanding of the process of **online marketing**, starting from the customers' intentions to optimizing web page experience and driving conversion. The competition gave us valuable insights on how to enhance and optimize the process, giving us valuable knowledge for future endeavors and future marketing challenges.

As the team members are at different levels of marketing knowledge, the terms **CTR, CPC, CPM** and **landing page optimization** were familiar only to some of us before the Google Online Marketing Challenge. However, working everyday with the AdWords campaign and the team members mutually sharing their gained knowledge and experiences ensured that by the end of the campaign each of us knew the purpose and importance of the different concepts and how they can be managed. One specific learning outcome was the understanding that the key is to target the advertising according to the **search intentions**. The changes made (**relevance, call to action, keyword-ad-landing page coherence**) due to this understanding notably enhanced the performance of our campaign. Moreover, we learned that managing the campaign successfully requires quite a lot of **technical knowledge** and **constant monitoring** since each action needs to be based on data, statistics and domain knowledge. We were able to drive traffic to the website in an efficient manner with the combination of common **key words** and **ad copy** offering the **alternative information about the theatre**.

Group Dynamics

As in all demanding group projects, our group faced numerous challenges that required adaptation and action, but also enabled us to gain valuable experience. The most important challenges were the following:

Managing the complexity of the campaign. To start, the team members had rather **varying levels of knowledge** on campaign dynamics. Therefore, we had to ensure that all of us understood each other and the characteristics of AdWords in order to base our strategies on valid knowledge. During the campaign, we conducted regular meetings at least twice a week to communicate and share information and through e-mail for instant dialogue.

Constant monitoring and micro adjustments. The campaign performance was **constantly evaluated** by the team, each problem was **analyzed**, and the factors causing them **optimized**. During the 25 days that we ran our campaign, we were able to improve our **CTR by almost 200%** and **impressions by around 300%** as compared to last 3 years, but we had to sensitize ourselves to **micro changes** and act accordingly.

No settling but striving for optimal. We realized that the biggest mistake would be to fixate on one successful move and act blindly. Therefore, each proposition and act were **well thought and justified** so that **all acts executed were considered thoroughly**. Also, we soon understood that sticking with the original plan would not lead to a good performance and we had to constantly work hard and update our campaign to achieve success. The outcome was that although everyone

expected to gain new knowledge from the GOMC, the high level of discovery new things by **discussing** and **working together** surprised the whole team. The **high performance and optimized solutions** would have never reached this point without the complete devotion of the group.

Client Dynamics



The collaboration on this project was a win-win situation for both the client and our team. The biggest challenge within the marketing activities was to create a strong brand awareness, with a strong mission to the search network advertising, which needs to be based on **search intentions**. The key was to make compromises by adopting as **searcher-oriented advertising** as possible yet **protecting** the unique **brand image**. The second challenge was the extremely busy schedule of our client company located in a different city, which posed some challenges to our communication and updating. **This enabled the start of the campaign on April 1, 2019**. This problem was solved by, defining the norms of collaboration and campaign guidelines at the very early stage of campaign. What is more important, we were able to **mutually trust each other**, which meant that at some point the client entrusted us with actions, such as creating and linking a Google Analytics account to the website, to get it done despite the challenging schedules.

Future Recommendations

Due to the GOMC, the whole team was able to learn a lot, and based on this experience, in the future, we would pay attention to the following points:

Ensure the ability to track from the search query to the conversion. The full **analysis of the campaign results** (contacts, conversions) was prevented by **Deficient Tracking**. It is essential to ensure that the ability to measure results properly is assured before launching a digital marketing campaign.

Invest in website optimization before and during AdWords marketing. This helps in develop a **better landing page experience** after the click and aids AdWords campaign management. Website

structure is important not only for user experience, but also in planning the AdWords campaign structure.

Start doing AB-testing to ensure an optimized campaign. For a campaign with a long duration it is a very efficient way to test your campaign features, **gather data for performance analysis** that justify and enhance adjustments and create new knowledge and insight.

IMPACT STATEMENT FOR SF YOUTH THEATRE

Non-profit Information: SF Youth theatre runs a website (sfyouththeatre.org) and is headquartered SF Youth Theatre 1448 Market Street SF, CA 94102. As a Director, Emily Klion manages the theatre and can be contacted at **415-571-1234**.

How the Non-profit is Making a Social Impact: San Francisco Youth Theatre is dedicated to creating cutting-edge theater for children and youth ages 3-24. We offer classes and performance ensembles, productions for young audiences, school residencies and a repertoire of original productions that speak to the unique sensibilities of youth. SFYT fosters personal expression through the arts, creating and performing theater that tells the compelling stories of our community. SFYT classes are accessible to all children and youth. Classes are offered on a sliding scale tuition basis; no student is turned away for lack of funds. SFYT is changing the world, one play at a time.

Through other similar impassioned grassroots community drives, through corporate and private donations, and other theatre enthusiast, SFYT continues to create ensembles.

How the AdWords Campaign was Designed to Meet the Non-Profit's Goals: The goal of the campaign was to improve visibility and give the theatre a kick start presence after some period of dormancy. The goal of the campaign 2 was to make awareness about the theatre amongst kids and their peers. The theatre is comping up with Al Capone play for kids and also has classes scheduled for the summer.

Campaign Summary: Given a \$329 budget daily and 25 days, the two campaigns achieved a click-through rate (CTR) of 5.81% from 482 impressions and 28 clicks with an average cost-per-click (Avg. CPC) of \$1.64. Initial data trended favorably for the campaigns prescribing to a mantra of "onward and upward,".

AdWords' Impact on the Non-Profit's Mission: One click, like a single point, can seem so small and insignificant, but it represents opportunity for the kids and adults to witness and learn the art

of theatre. By increasing exposure to communities that can benefit from the theatre, AdWords is bringing a cultural value to SFYT.

Recommendations: There are myriad opportunities for success by continuing the use of AdWords. Due to the competitive nature of non-profit sector, SFYT must engage in continued use of AdWords to improve its presence and attract the potential customer segment.

