

# APAXO Consulting for ROGUE ARTISTS

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PRO

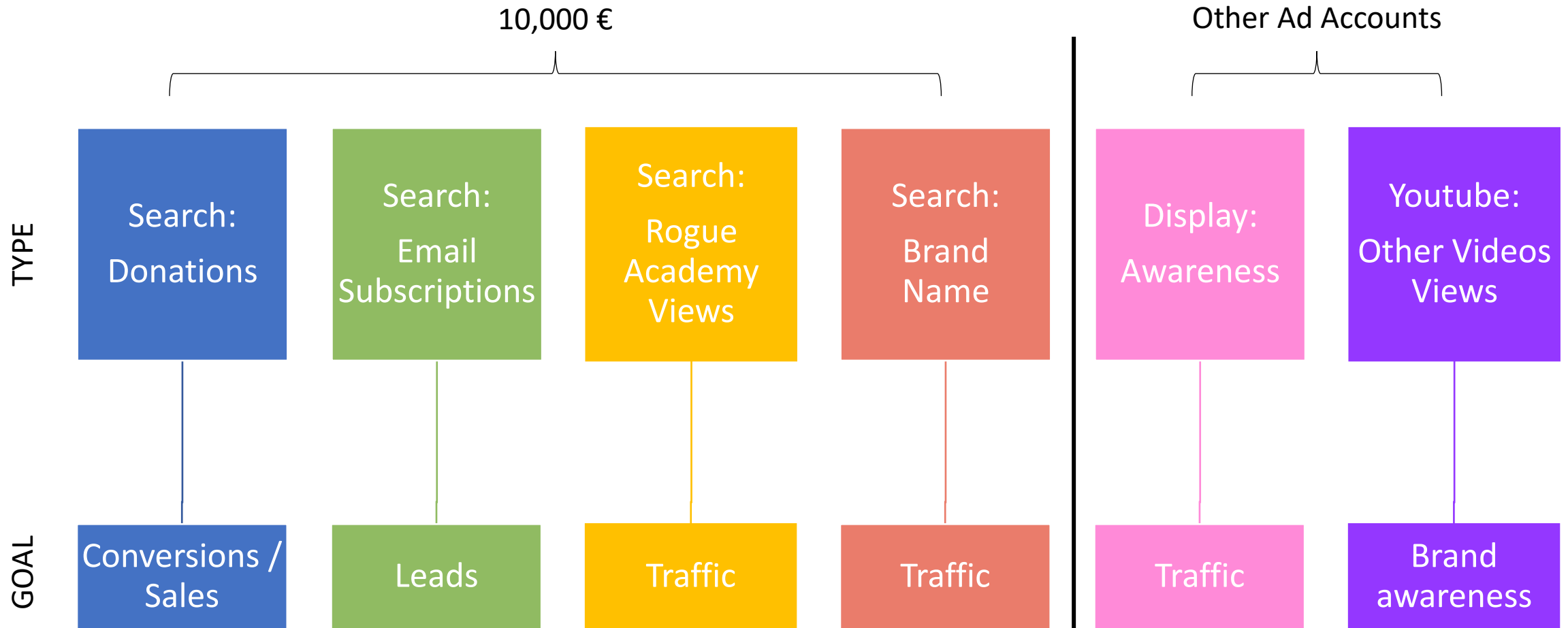
Prospecting



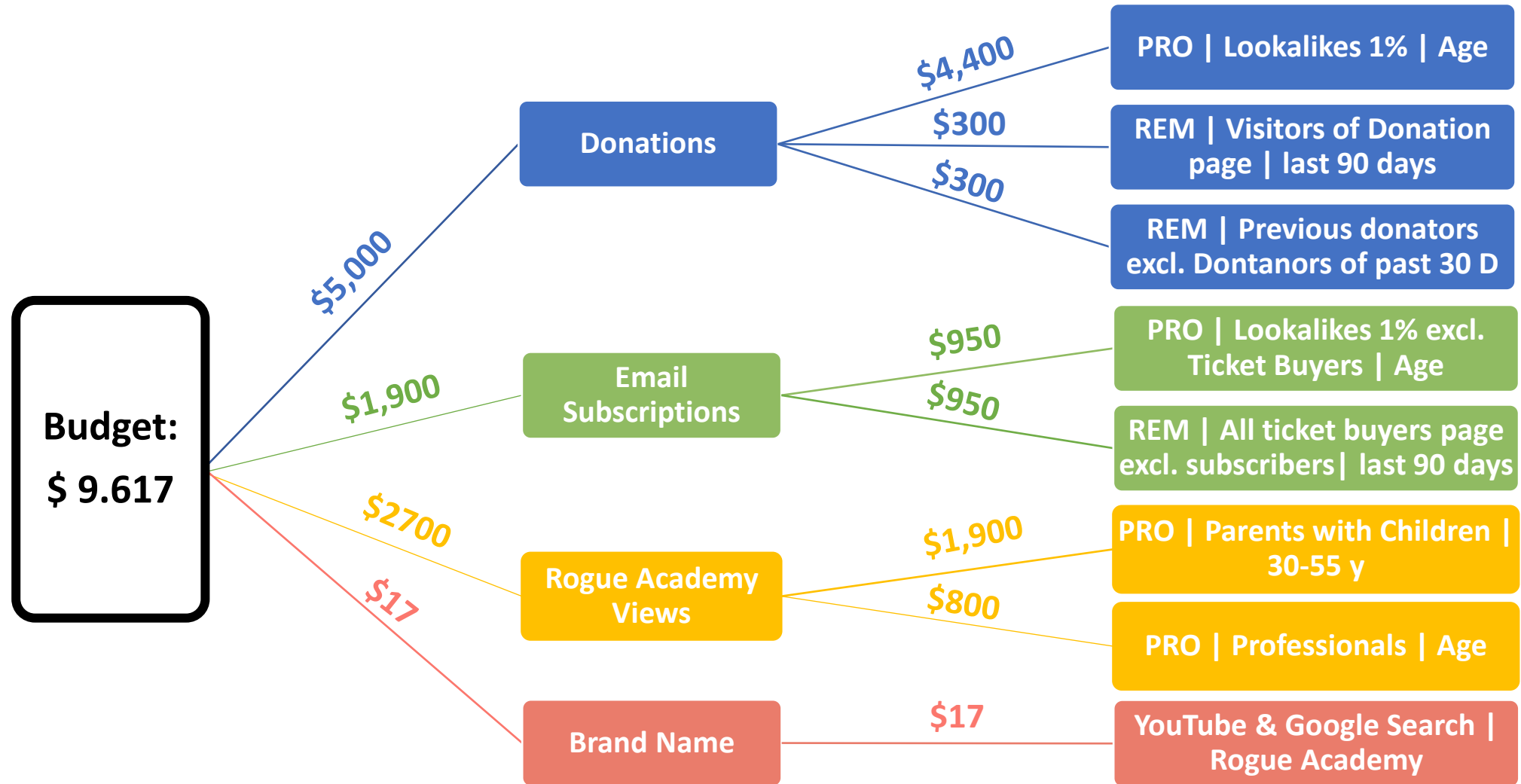
REM

Remarketing

# Campaign Structure



# Budget Allocation





# Donator persona

- Name: Lucas
- Age: 49
- Location: Los Angeles, USA
- Occupation: Musician
- Income: Upper-middle class
- Status: Married, father of 2 kids
- Interests: Arts
- Wants & Needs: For everyone to have access to art: all ages, all backgrounds, all incomes
- Frustration: Arts are not easily accessible in American education, art should be free for everyone specially from a young age, and it isn't always the case

# Audiences – Creation of Personas

## Persona 1 → Donators: Lucas



**Age:** 49

**Status:** Married, 2 Children

**Interests:** Arts and Theatre

**Wants & Needs:** Wants to support arts and theatre

**Device:** Mobile and Desktop

## Persona 2 → Ticket Buyers: Julia



**Age:** 40

**Status:** Single

**Interests:** Sci-Fi & Fantasy Movie Fans, On-stage plays or Drama

**Wants & Needs:** Real, touchable art that is rare & affordable

**Device:** Mobile and Desktop

## Persona 3 → Families / Parents: Martin



**Age:** 33

**Status:** Married, 1 small child

**Interests:** Costumes, Education

**Wants & Needs?** Workshops for children / entertainment at home

**Device:** Mobile

## Persona 4 → Professionals - Sonia



**Age:** 45

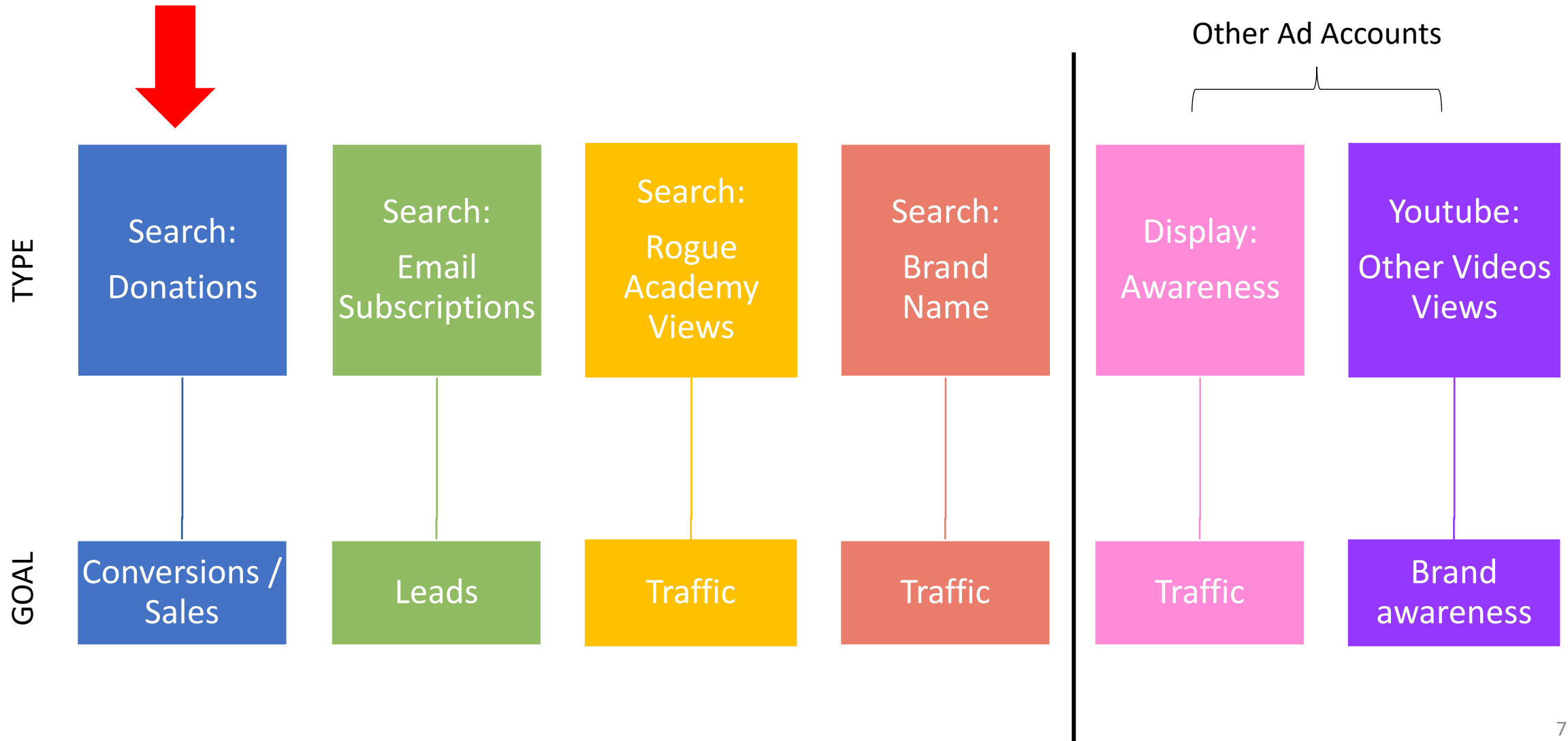
**Status:** Single

**Interests:** Art & Theatre Aficionados

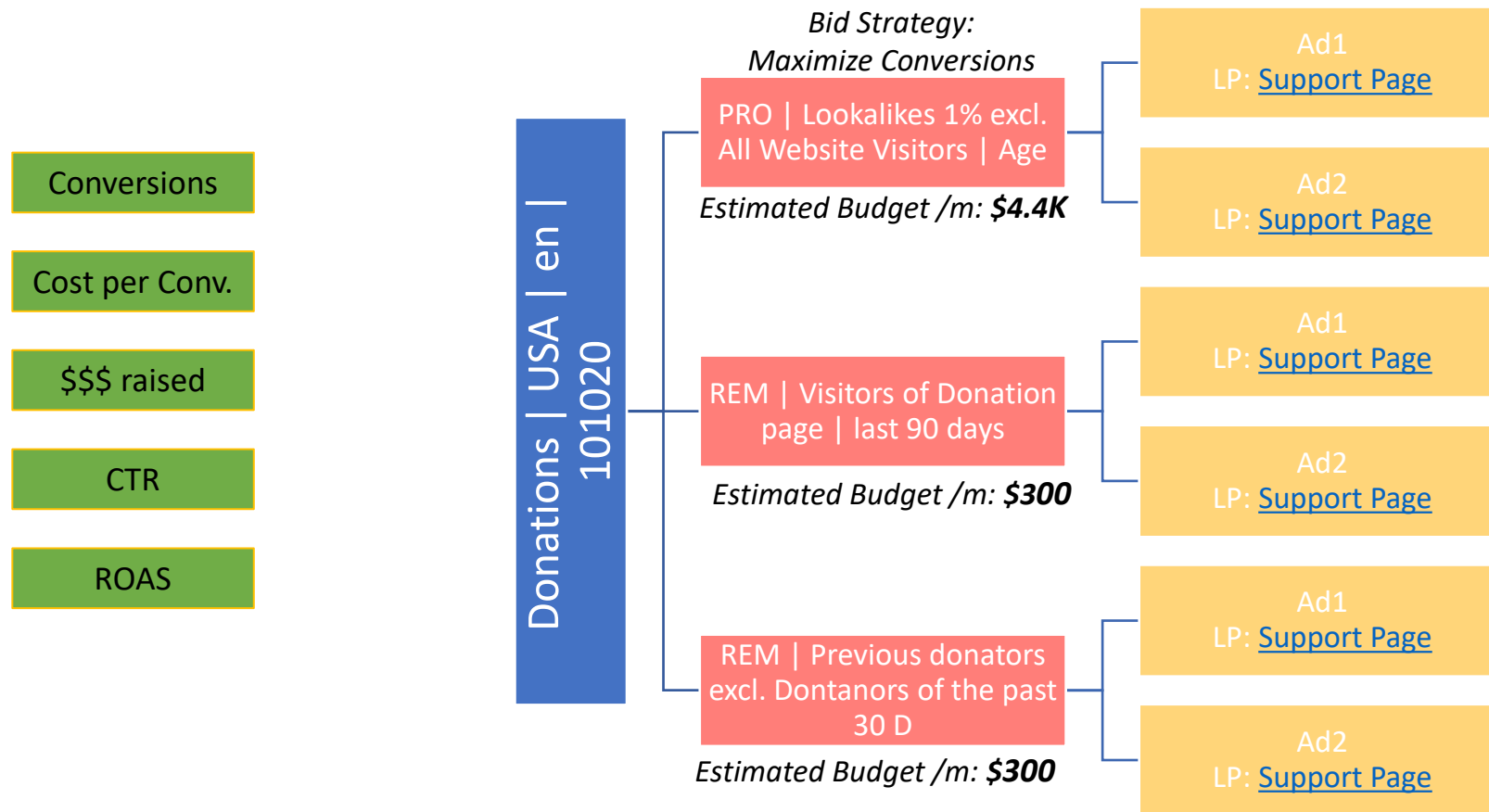
**Wants & Needs:** DIY exploration or wants to upgrade her skills

**Device:** Mobile and Desktop

# Campaign Structure



# Search Campaign – Goal: Donations



## Keywords:

1. Best non profits to donate to
2. Best Organizations to donate to
3. Organizations to Donate To
4. ...

Helpful links to turn recommendation into action:

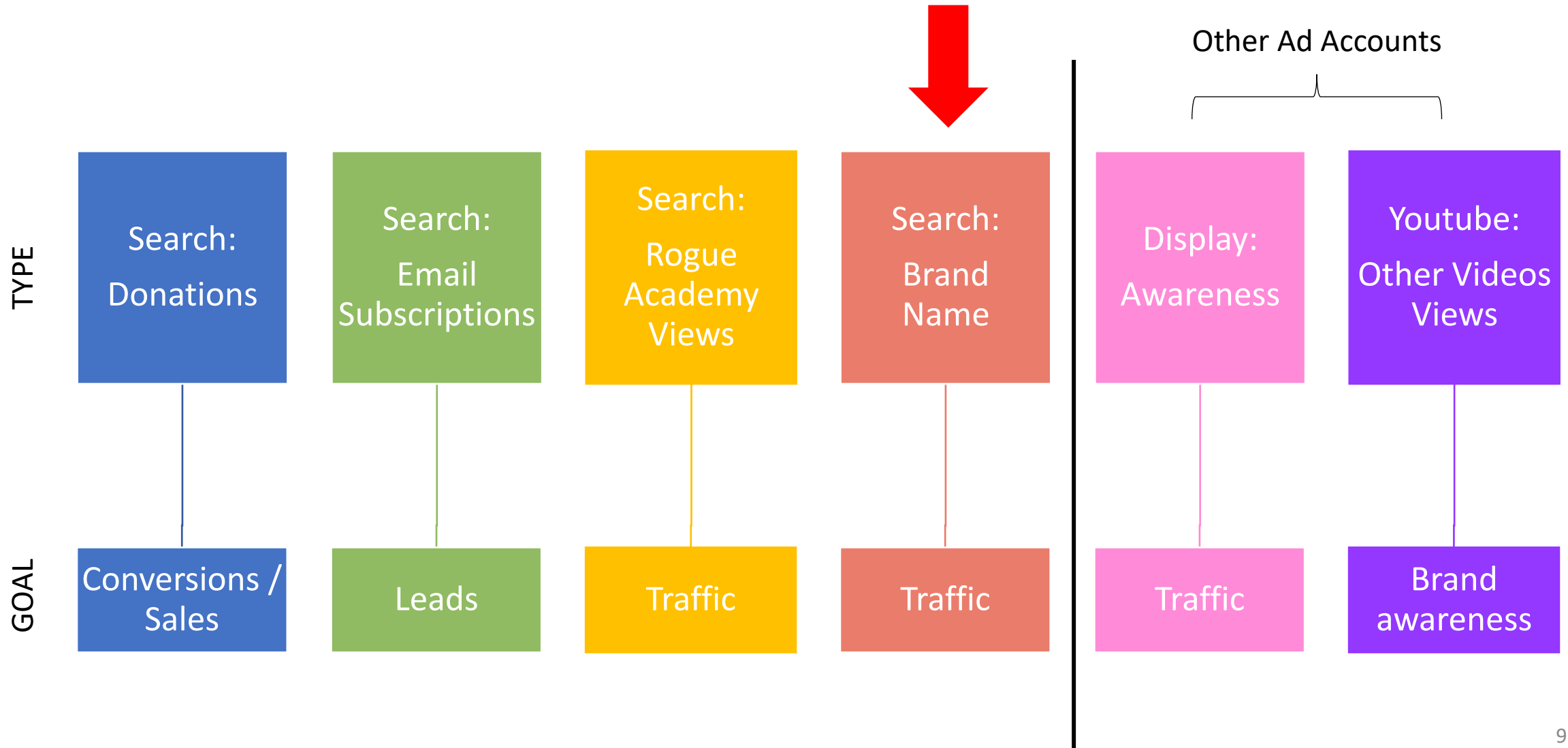
Click [here](#) → how to create a Lookalike Audience

Click [here](#) → how to create a website REM audience (e.g. website visitors of last 90 days)

Click [here](#) → how to upload a list with customer data (e.g. Previous donators)



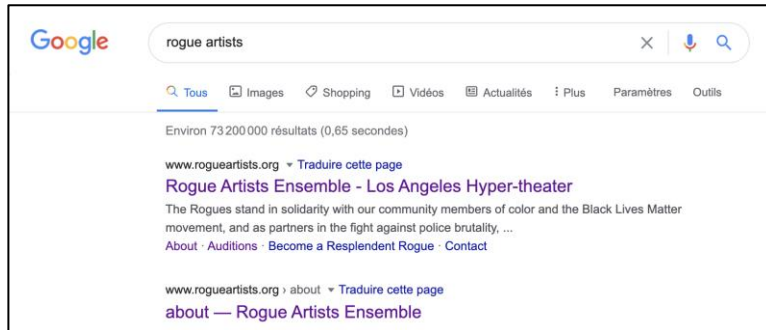
# Campaign Structure



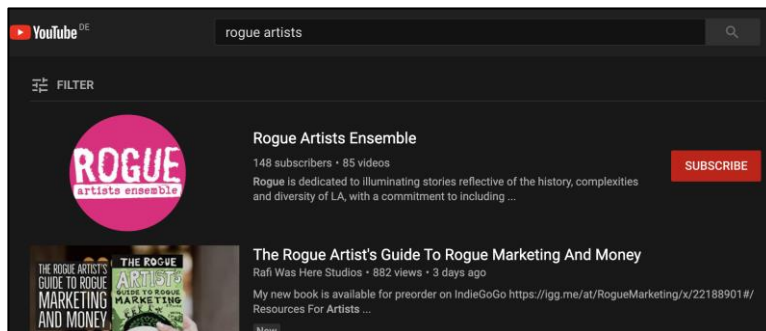
# Brand Name Campaign - Search

## Search query “Rogue Artists”

- Google:

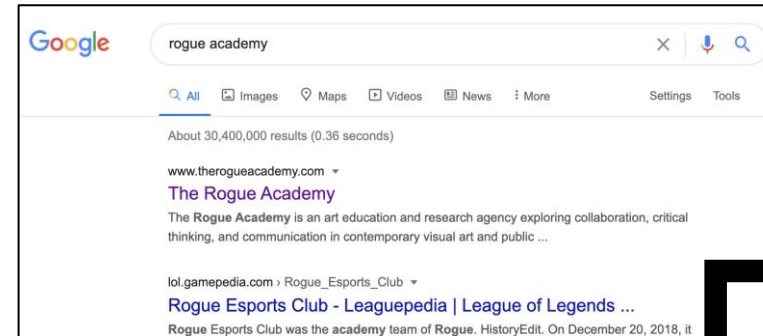


- Youtube:

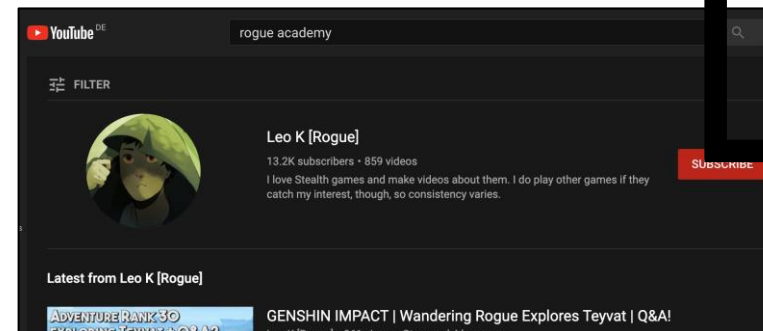


## Search query “Rogue Academy”

- Google:

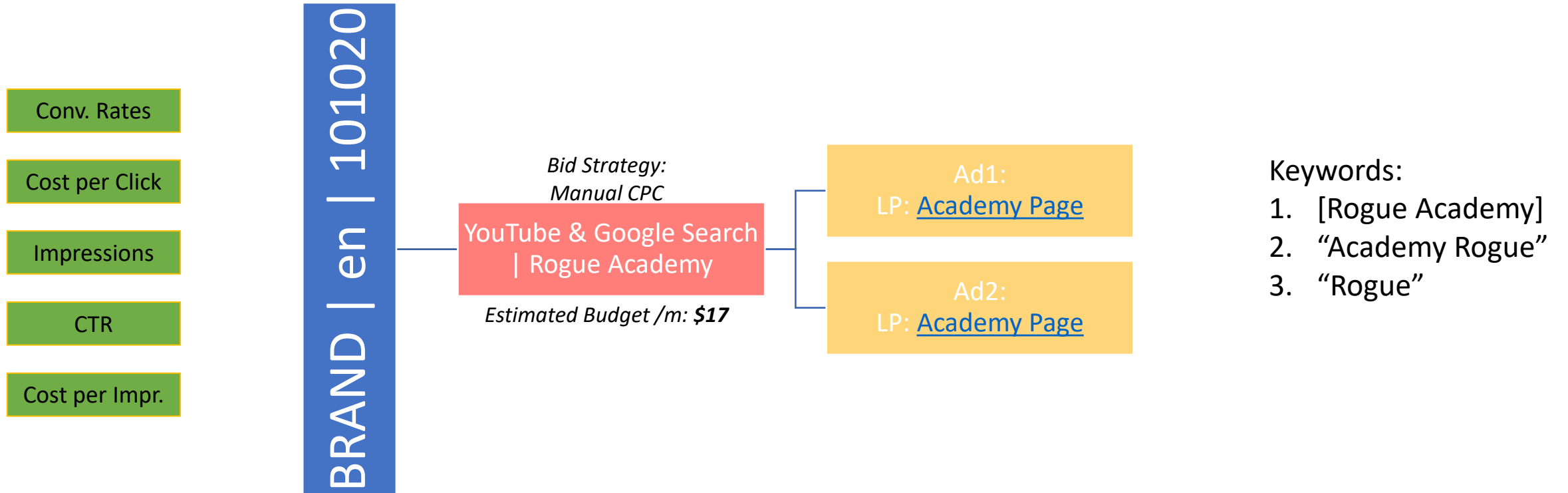


- Youtube:



SOS

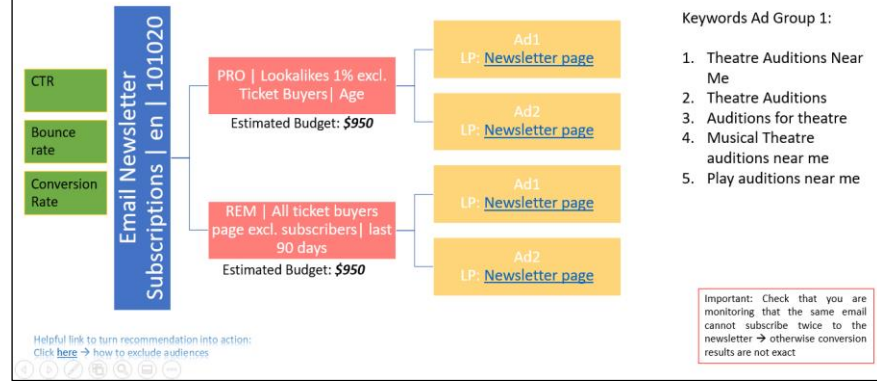
# Brand Name Campaign - Search



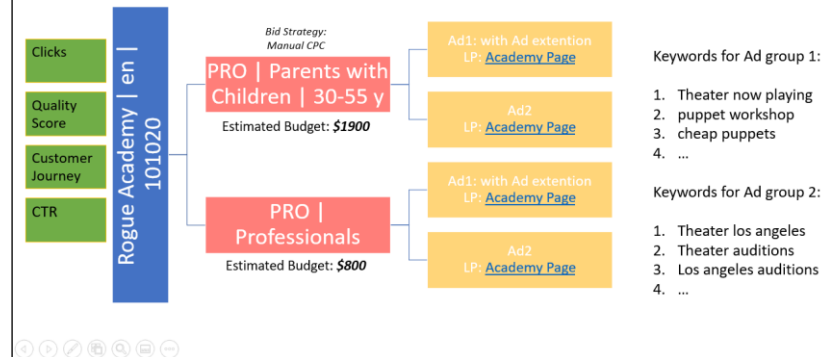
# We did this work for ALL search campaigns

(incl. lists of negative keywords)

## Search Campaign – Goal: Email Subscriptions



## Search Campaign – Goal: Increase Views of Rogue Academy



Campaign	Negative keywords	Match type	Campaign	Negative keywords	Match type	Campaign	Negative keywords	Match type	Campaign	Negative keywords	Match type
Donations	Veterans	PHRASE	Subscription	Magazine	PHRASE	Brand Visibility	theme park	PHRASE	Rogue Academy	Sport	PHRASE
	Blood	PHRASE		Amazon	PHRASE		universal studios	PHRASE		Dance	PHRASE
	Hospital	PHRASE		Economist	PHRASE		dolbywood	PHRASE		Store	PHRASE
	Tax	PHRASE		National geographic	PHRASE		disney parks	PHRASE		Salon	PHRASE
	Salvation army	PHRASE		Time	PHRASE		legoland	PHRASE		Swimming	PHRASE
	Furniture	PHRASE		Discount	PHRASE		adventure park	PHRASE		Makeup	PHRASE
	Clothes	PHRASE		Sports Illustrated	PHRASE		disney world	PHRASE		Fight	PHRASE
	Food	PHRASE		National geographic	PHRASE		water parks	PHRASE		All star	PHRASE
	Cancer	PHRASE		Highlights	PHRASE		movies	PHRASE		Fitness	PHRASE
	WWF	PHRASE		Reader's digest	PHRASE		cinema	PHRASE		College	PHRASE
	Kidney	PHRASE		Kids	PHRASE		hollywood	PHRASE		University	PHRASE
	Hair	PHRASE		The week	PHRASE		broadway	PHRASE			
	Disable	PHRASE		Cheap	PHRASE		cop	PHRASE			
	Vietnam	PHRASE		Vogue	PHRASE						
	Walmart	PHRASE		Forbes	PHRASE						
	Books	PHRASE									
	Catholic	PHRASE									
	Wounded	PHRASE									
	Warriors	PHRASE									

No time for all of that? Too much at once?



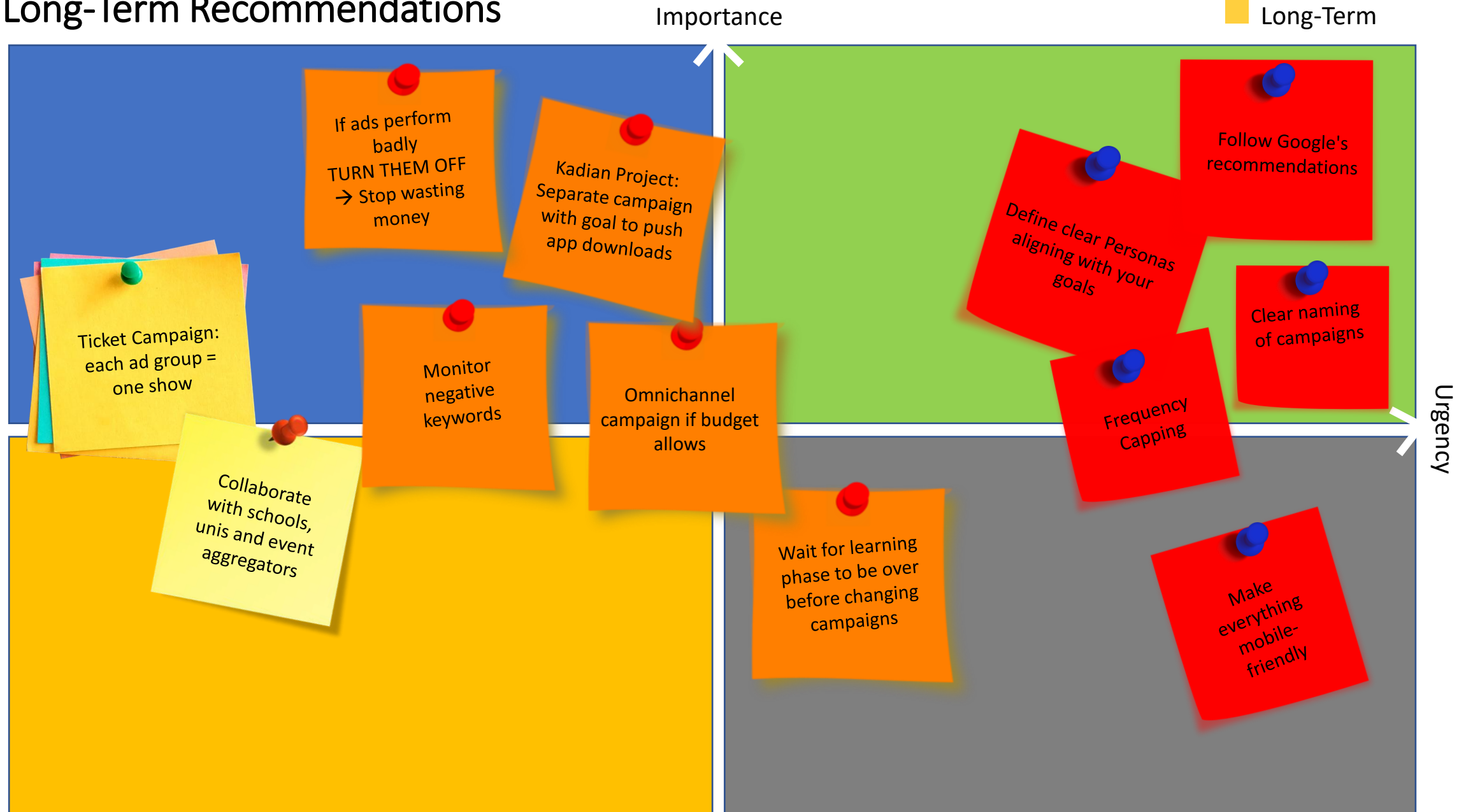
**MAKE YOUR  
CAMPAIGNS  
SMART**

Helpful link to turn recommendation into action:  
Click [here](#) → how to create smart campaigns

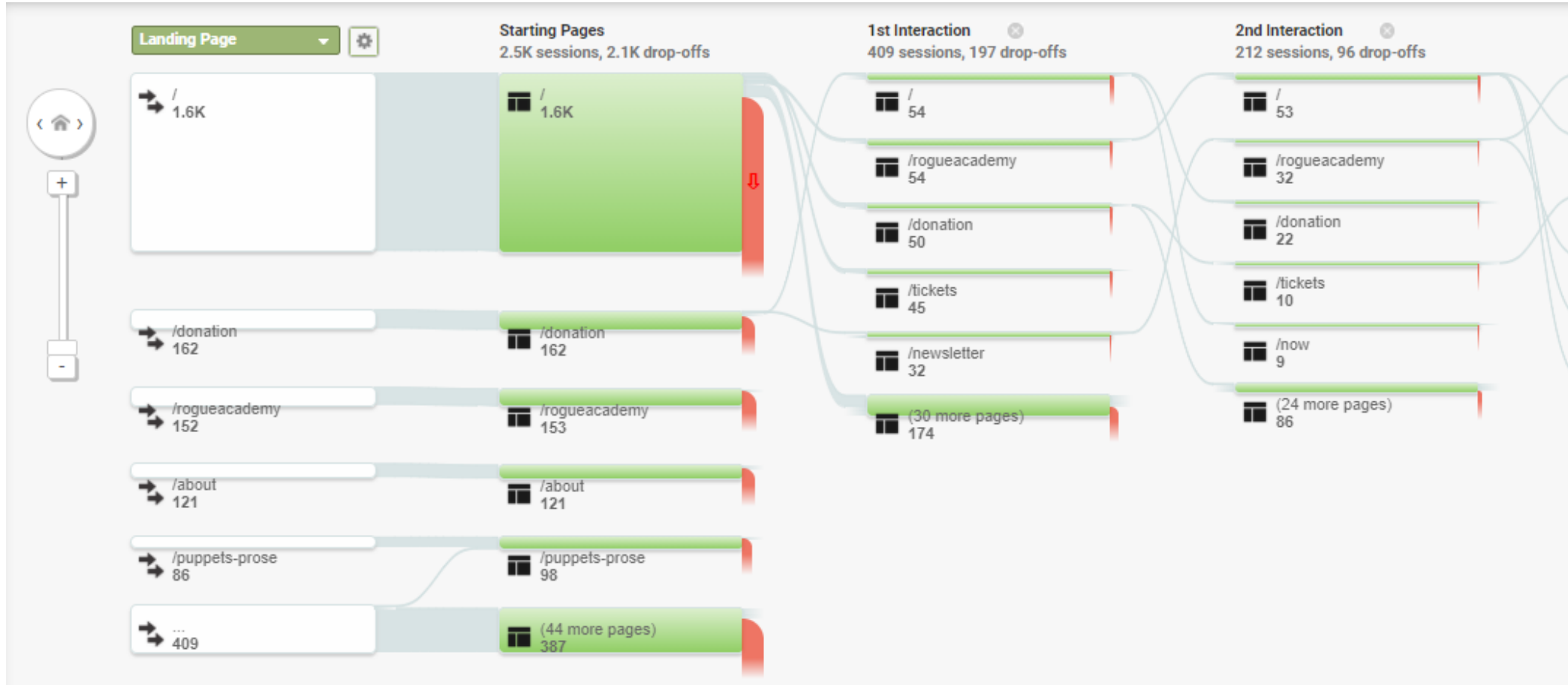
... and let Google do the job for you

# General: Short-, Mid- & Long-Term Recommendations

Short-Term  
Mid-Term  
Long-Term

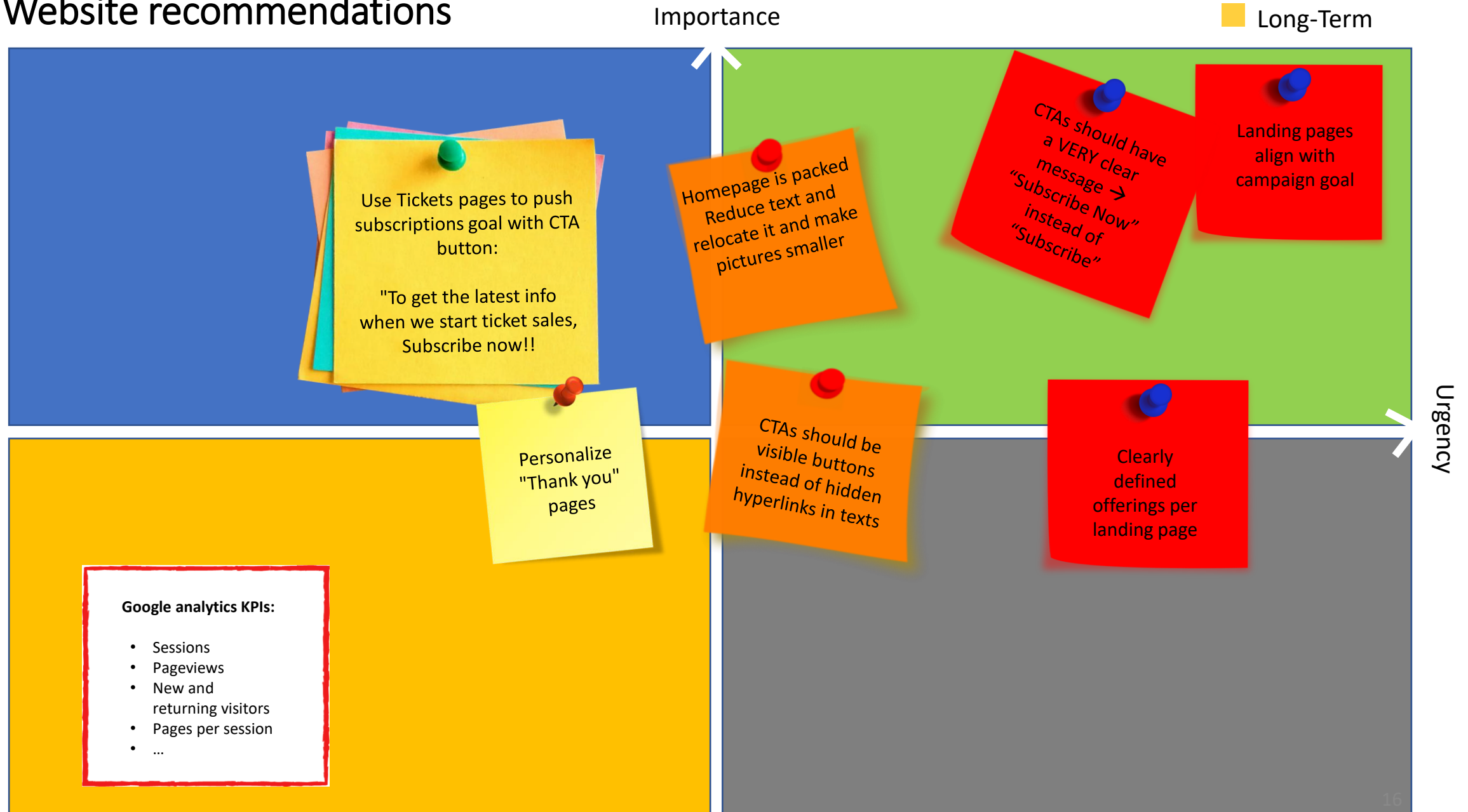


# Google Analytics – Customer Journey



# Landing Pages & Website recommendations

■ Short-Term  
■ Mid-Term  
■ Long-Term







**Sounds like too much work?**

**Let us do it for you!**

**Book us for a consultation NOW!**