We have selected Horizons Restaurant, an upscale vegan restaurant in Philadelphia. It was originally founded as Horizon’s Café in 1994 in Willow Grove, Pennsylvania but has been operating out of its current location since 2006. With only 18 employees, Horizons reaches out to vegetarians while still pushing the envelope with upscale, sophisticated cuisine. The restaurant is very accommodative to special diets and allergies, and as a result has garnered an extremely loyal customer base, of which 65% is estimated to be vegetarian and 10% strict vegan.

Until our campaign, the restaurant has not had much in the way of either online or offline marketing. In fact, aside from the few ads placed in local publications, Horizons does not engage in any print advertising campaigns. They do keep an active website at www.horizonsphiladelphia.com, but do not sponsor any ads on search engines. This is one of the main reasons that we picked Horizons - they are a small business serving a clear market whose business is promoted mostly by word of mouth.

The vegetarian market in Philadelphia is larger than one would initially suspect, given the popularity of unhealthy comfort food. It is actually a large and active group, though more casual than in other cities in that they mostly consider themselves a tight-knit family rather than an activist community. Restaurants in Philadelphia are one of the city’s strengths, and the city is often considered to have a restaurant scene comparable to New York City in terms of variety of cuisines and concentration of high-profile restaurateurs.

Horizons has been successful in making a name for itself in the vegan community. Moving forward, management at Horizons is eager to be recognized as a major player in the general upscale restaurant scene. It also wants to reach out to gain a bigger share of the younger, upper-middle class demographic. Many of its current non-vegan or vegetarian customers are also older, which we suspect is because of health reasons. However, Philadelphia also has a large population of young professionals who eat out often at high-end restaurants. They could be attracted to Horizons as well, if not for health reasons than for its sophisticated modern cuisine.

Horizons has carved out a niche for itself as an upscale vegan restaurant, an area that is all but crowded. There are very few other restaurants in Philadelphia that can claim to be both vegan and upscale. A handful of vegetarian cafes are scattered throughout the city, like Gianna’s which sells vegetarian and vegan pizza, cheese steaks, sandwiches, and desserts. Gianna’s and Horizons do share customers, but since the cuisine, price point and ambience are so different their customers go to each restaurant for very different occasions. This is true for many of Horizons’ other potential competitors. However, competition is tougher than at first glance. As part of the locavore movement, which supports the use of local farmers to produce healthy meals, many restaurants boasting sustainability-conscious menus have opened in the past few years. Though most of these restaurants do not claim to be vegetarian, they do have a healthy, comforting image and tend to be relatively expensive. One example is White Dog Cafe, which was founded by a humanitarian and promises to be sustainable and environmentally-conscious. Like many other locavore restaurants, White Dog Café also offers many vegetarian and organic options. Because a significant portion of Horizons customers are not vegan or vegetarian, combined with the fact that many offer vegetarian options, these restaurants should actually be considered a major competitor for Horizons’ health-conscious customers.

Their website, www.horizonsphiladelphia.com, utilizes a sophisticated design in warm hues, accurately representing the modern yet homey environment that the restaurant offers. This appealing design, combined with the organized information and press reviews, make the Horizons website a great landing page. The website features information such as history, press, a photo gallery, their contact information and location. Since Horizons mainly takes reservations over the phone, and because Horizons does little advertising, their website is very important. One major weakness of the website is that it doesn’t feature an online reservation service. The visibility of the website can be summarized by its Google PageRank of 5/10.

Since Horizon’s doesn’t have any kind of online advertisement, and they solely rely on the “word of mouth” or “Philadelphia weekly” to publicize them, we are sure that Google AdWords campaign will help them in reaching out to a wider audience and will be able increase their customer base significantly.

Google Analytics gives detailed information about the number of visits, absolute unique visitors, traffic information and keywords. One key piece of information it provides is what keyword searches lead to visits to the Horizons website. Because of this, we were able to learn that many of the top searches that lead to visits include the name of the restaurant, and we are able to conclude that most of the people visiting the website already know about the restaurant.

Since many people who visit Horizons for the first time become repeat customers, we want to target those who are not already aware of the restaurant. They can be further divided into four groups for which we will create four respective Ad Groups: Vegetarians in the greater Philadelphia area, Vegans in the greater Philadelphia area, anyone looking for fine-dining experience near South Street, and Philadelphians looking for a healthy meal. After using the AdWords Keyword Tool as well as some external keyword tools, we have compiled a list of keywords that include: “vegetarian”, “vegan”, “restaurant”, “fine-dining”, “South Street”, “healthy”, and “romantic”. These keywords will be distributed among the four Ad Groups, and some, such as “restaurant”, will be placed in multiple Ad Groups. Our negative keywords are “cheap” and “fast”, as Horizons is neither of those. We have chosen not to include “Philadelphia” as a keyword because it is relatively expensive with a current average CPC of 80 cents. Instead, we will utilize the option in AdWords to display our ads only next to searches in the greater Philadelphia area.

We are taking a different approach to determining the content of our actual ads. We will use a Python script that takes a Google search, reports the title and text for each ad displayed on the page, its ranking, and the total number of ads on the page. We will run the script on a few hundred searches, all of which will be a combination of terms that yield restaurant results of various cuisines. We will then cut out any data that is not helpful or applicable to our use. We expect a large portion of the ads to be from aggregators such as CitySearch and Zagat; since these ads are not comparable to the ads we are looking for, we will cut them out. After cleaning the data in this manner, we will use data mining tools to determine what combinations of words tend to be present in the higher-ranked ads. We will then use these words in our own ads.

There are a few things we will need to watch out for when using this method of writing Ad Groups. We will not be limiting our searches to vegetarian and vegan cuisine in an attempt to compile more data. As a result, the models may suggest combinations of words may be very useful to a steakhouse, but not to a vegan restaurant.

Google Analytics shows that current traffic on the website is highest during the week, often peaking on Wednesday or Thursday. In order to capture more clickers, we have decided to allocate relatively more money to those days and allocate the least amount to Saturday and Sunday. We also expect to refine our campaign during and after Week 1, which means that Week 2 and Week 3 should be more successful. Accordingly, we have allocated comparably more money to Week 2 and Week 3. The resulting allocation is as follows:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **WEEK 1** |  |  | **WEEK 2** |  |  | **WEEK 3** |  |
| Wednesday | 7 |  | Wednesday | 14 |  | Wednesday | 14 |
| Thursday | 7 |  | Thursday | 14 |  | Thursday | 14 |
| Friday | 6 |  | Friday | 12 |  | Friday | 12 |
| Saturday | 4 |  | Saturday | 8 |  | Saturday | 8 |
| Sunday | 4 |  | Sunday | 8 |  | Sunday | 8 |
| Monday | 6 |  | Monday | 12 |  | Monday | 12 |
| Tuesday | 6 |  | Tuesday | 12 |  | Tuesday | 12 |
| Total | 40 |  | Total | 80 |  | Total | 80 |

We plan on targeting our campaign primarily to an English-speaking audience with IP addresses in the Greater Philadelphia Area, including suburbs. We will also opt in to both the Search Network and Content Network in order to have our ads displayed on dining blogs, such as philafoodie.com, and specialized search sites, such as vegguide.org and happycow.net. In terms of internet devices, we do not want to limit the reach of our ads, so will set our campaign to appear on all devices with internet capabilities.

Because we want the ads with the highest CTRs to show the most frequently, we are setting our campaign, by default, to optimized ad serving. As this system will “automatically favor(s) better-performing ads that drive more traffic” to horizonsphiladelphia.com, this will ensure that our ads with the highest Quality Scores will be displayed the most, maximizing the ROI for each. We will also try to maximize our return on investment for each ad by properly bidding on each keyword. In order to do so, we will take guidance from the Keyword Tool on the AdWords site, which has listed our most expensive keywords at $0.85 / click.