

## **Client Profile**

Ding -The Store([www.dingthestore.com](http://www.dingthestore.com)) is an online business that specializes in creating high quality phone cases, mugs and customized apparels. The company based out of Chennai, India, was founded in April 2016 to meet the challenges of not getting the right kind of quality and service for the money paid. The business currently consists of 10 employees, servicing customers from major cities in India. Data shows that maximum sales are from cities such as Mumbai, Delhi, Bangalore, Chennai and Ahmedabad. Ding is the result of frustration of one of the many Indians for not getting the right kind of quality and service for the money paid. Shishir Ramnath, a recent college graduate started DING - The Store with the sole aim to provide value for money. The company strives to excel in customer service and satisfaction with every product that rolls out of their store. They aim to create an environment that facilitates reliable online shopping for quirky products that are in vogue. Ding also provides a great platform for artists to showcase unrecognized talent by featuring their work and help them earn royalty for it.

## **Market Analysis**

Since DING is a platform that sells its products online, its customers are spread all over the nation with no specific limitations. Data shows that most customers belong to the 18 -24 years' age group who seem to be interested in customized products. Potential customers belong to 18 - 35 years' age group. Targeting our products and creating awareness to this age group would better the customer base. Since this age group is more equipped to online access, they would be the right target for us. Our competitors vary by our products. Our current competitors include Alma Mater, dailyObjects and Fully Filmy for clothing, cases and apparels respectively. DING's potential competitors are websites that sell similar customized products such as Printvenue. The key factor that differentiates DING from other competitors is the uniqueness of its products along with assured quality of the goods. The customers receive their goods just like how they perceive it, thus bringing a sense of satisfaction and high retention rate. Customers can also design their own products sell it on DING, thus getting rewarded for it.

## **Current Marketing**

The marketing for DING is handled by Shishir Ramnath. Currently, DING's major source of marketing has been through social media like Facebook and Instagram. This makes it easier to attract young audience. They currently have 4363 'likes' on Facebook and 6845 'followers' on Instagram. DING's website has been extensively used for selling its products, customer services,

subscription to the DING Newsletter and promotion of personalized designs. One of the main strengths of the website is its ease of navigation and attractive UI page making it visually appealing. One of the weaknesses is that the search engine strategy of the website should be improved to attract more traffic to the website. As per the marketing analytics performed, the weekly number of visitors is around 6000 of which 73% are returning customers.

## **Conclusion**

Through AdWords campaign, the online marketing will devise a strategy to increase awareness amongst the people and promote its business. This is expected to generate higher sales for DING. It is essential that DING has a strong focus on AdWords campaign so that it appears in the search results and extends its main advantages of being able to ship nationally with flexible return policy with a minimal PPC and CPC competition.

## **Proposed Adwords Strategy**

The main aim of the campaign is to boost companies' sales while secondary objective is to increase brand awareness. To achieve the above-mentioned goals, we have identified three campaigns and twenty six ad groups which are targeted nationally. These campaigns and ad groups represent different products, product themes and unique custom designs that reflect the overall structure of the website. To have a focused campaign, the ads will solely run on Google's search network to drive direct conversions.

The first campaign, Mugs aims at reaching out to potential customers looking for mugs. This campaign has two ad groups - Single and Couple mugs. The second campaign, Cases aims at reaching out to potential customers looking for phone cases. This campaign has twenty ad groups. These ad groups represent different kind of phones brands. The third campaign, Customization represents the unique feature in the website that enables customers to design their own mugs, phone cases or apparels.

<b>Campaigns</b>	<b>Ad groups</b>	<b>Example Keyword and Matching Options</b>
Cases	Apple, Asus, Coolpad, Google Pixel, HTC, Huawei, Infocus, Lava, LG, Micromax, Leeco, Lenevo, Motorola, Nokia, OnePlus, Sony, Samsung, Oppo, Vivo, Xiaomi	[Apple phone cases], [Phone cases], [Batman Phone case], [Minion HTC Phone case], -Nexus, -Blackberry

Mugs	Single, Couple	[Football Club Mugs], [Quotes Mugs], [Couple Mugs], - Single
Customization	T-Shirts, Hoodies, Cases, Mugs	[Design T-shirts], [Customize T-shirts], [Customize Mugs], -Dresses, -Pants

<b>Campaign:</b> Cases <b>Ad Group:</b> Sony <b>Search Query:</b> Sony Phone Case	<b>Campaign:</b> Mugs <b>Ad Group:</b> Single <b>Search Query:</b> Mugs	<b>Campaign:</b> Customization <b>Ad Group:</b> T-shirts <b>Search Query:</b> Customize T-shirts
 <p>iPhone Cases - Free shipping - COD Available   www.dingthstore.com  Shop at Dingthstore from 1000+ lightweight quality cases. Hassle-free, reliable</p>	 <p>Coffee Mugs Online: - Single &amp; Couple mugs   Ding   www.dingthstore.com  Shop our creatively curated mugs at DING! Save 30% with COD. Highest Quality</p>	 <p>Quality Customized Apparel - T-shirts, Hoodies &amp; more   www.dingthstore.com  Add your own text and colors with thousands of design ideas! Bulk orders accepte</p>

The keyword selection is determined by the content of the landing page, google trends, AdWords keywords Tools/Planner, and the Search Query Report. We will be using the broad match keyword technique. This will help increase the number of visits our campaign will receive. Further, using broad match keywords will also help reach a wider audience and increase visibility for the business. Broad match keywords can be used to find new keywords to add to the campaigns. Negative keywords are used to ensure that the ads are visible only to relevant searches. The negative keywords will be managed through the Campaign Negative Keywords Editor.

	Cases Campaign (70%)	Mugs Campaign (15%)	Customization Campaign (15%)	Total by week
Week 1 (30%)	\$52.5 (\$7.5\$/day)	\$11.25 (1.60/day)	\$11.25 (1.60/day)	\$75
Week 2 (33%)	\$57.75 (\$8.25/day)	\$12.375 (\$1.76/day)	\$12.375 (\$1.76/day)	\$82.5

Week 3 (37%)	\$64.75 (\$9.25/day)	\$13.875 (\$1.98/day)	\$13.875 (\$1.98/day)	\$92.5
Total by Campaign	\$175	\$37.5	\$37.5	\$250

The table above represents are budget assumption. 70% of the budget is allocated for the campaign Cases since phone cases have the highest demand. The remaining 30% is allocated to the campaigns Mugs (15%) and Customization (15%). In the first and second week we assume to spend 30% and 33% respectively of the campaigns budget and 37% in the third week. Keywords in the Cases campaign have higher cost-per-click (CPC), greater competitive bidding and are allocated a greater percentage of the budget. Currently, the business sells more phone cases and fewer mugs and customized products. Hence, a smaller budget is allocated to the Mugs and Customization campaigns. This increase in the budget allocation from the first week to the third week is done to test which campaigns and keywords perform better in Week 1 and dedicate more money to the remaining weeks.

As it is a nationwide business, we will be targeting users across India using location settings. Several key AdWords tools will be utilized throughout the campaign to ensure ads are served to the most relevant search queries. The Search Term Report will be used on a regular basis to identify new search terms with high potential. The bidding strategy will be based on obtaining a position in the top five by bidding \$0.20 to \$0.25 higher than the first page bid estimate. The Traffic Estimator will be used to evaluate projected cost-per-click (CPC) and number of clicks for new keywords. Ad scheduling will be set to show ads all days and hours because these products do not follow a search pattern reflective of the time or day of the week. By using very specific long-tail keywords, the budget should be able to last the three weeks, and help to attain a high CTR. To optimize the Return on Ad Spent, all campaigns will start with a smaller budget in the beginning, and will be increased each week. We expect a weekly average of 150 clicks, 2500 impressions with at least 500 impressions in each of the targeted cities and a CTR of at least 1.5% across the entire account. These performance metrics should allow our client to increase traffic and sales of mobile cases and mugs, as well as build a client base for the customized products.