FURMAN COMPUTER SCIENCE

Online Advertising in 2024
Is Google Ad Services worth it?

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ABSTRACT

This project focuses on creating a dedicated website for a college band, employing various strategies including live event marketing, word-of-mouth and social media advertising as well as a Google Ad campaign to enhance traffic and online presence. The objective is to measure and improve website traffic through targeted promotions and compare the effectiveness of each of these efforts. By leveraging online platforms and analytical tools, the project aims to establish a cohesive online presence for the band, showcasing its music, merchandise, and events while understanding key demographics and interests of a target audience.

INTRODUCTION

- In the digital age, creating an online presence as a business or artist is imperative
- Sellers are forced to use platforms like eBay or Amazon, or rely on Google to promote their products
- What is the most effective way for an independent business to reach customers?
- Used HTML and CSS formatting, Stripe and Google tags for payment and analysis, NameCheap for a domain the-balconies.com, and Git version control
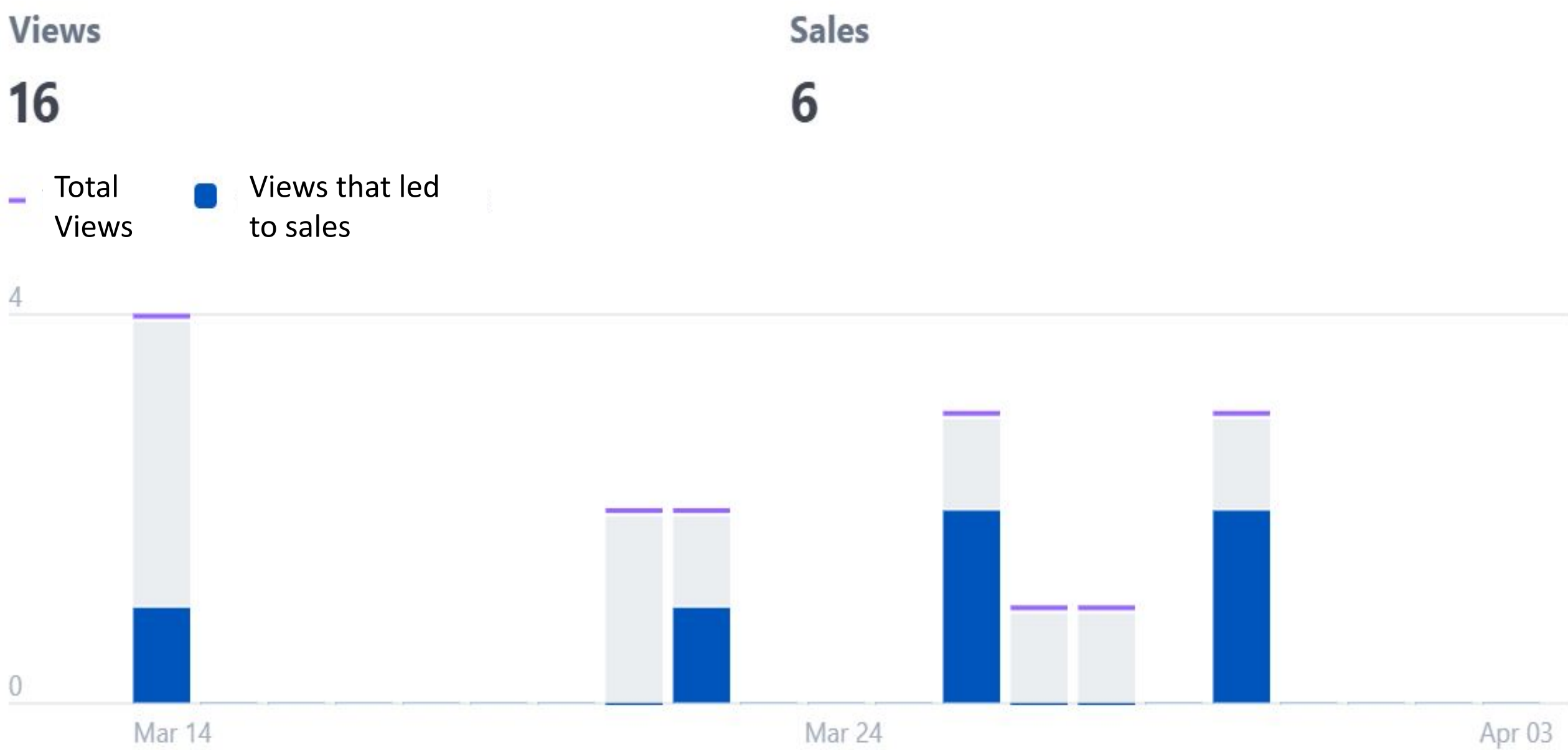
USER TRAFFIC BY COUNTRY
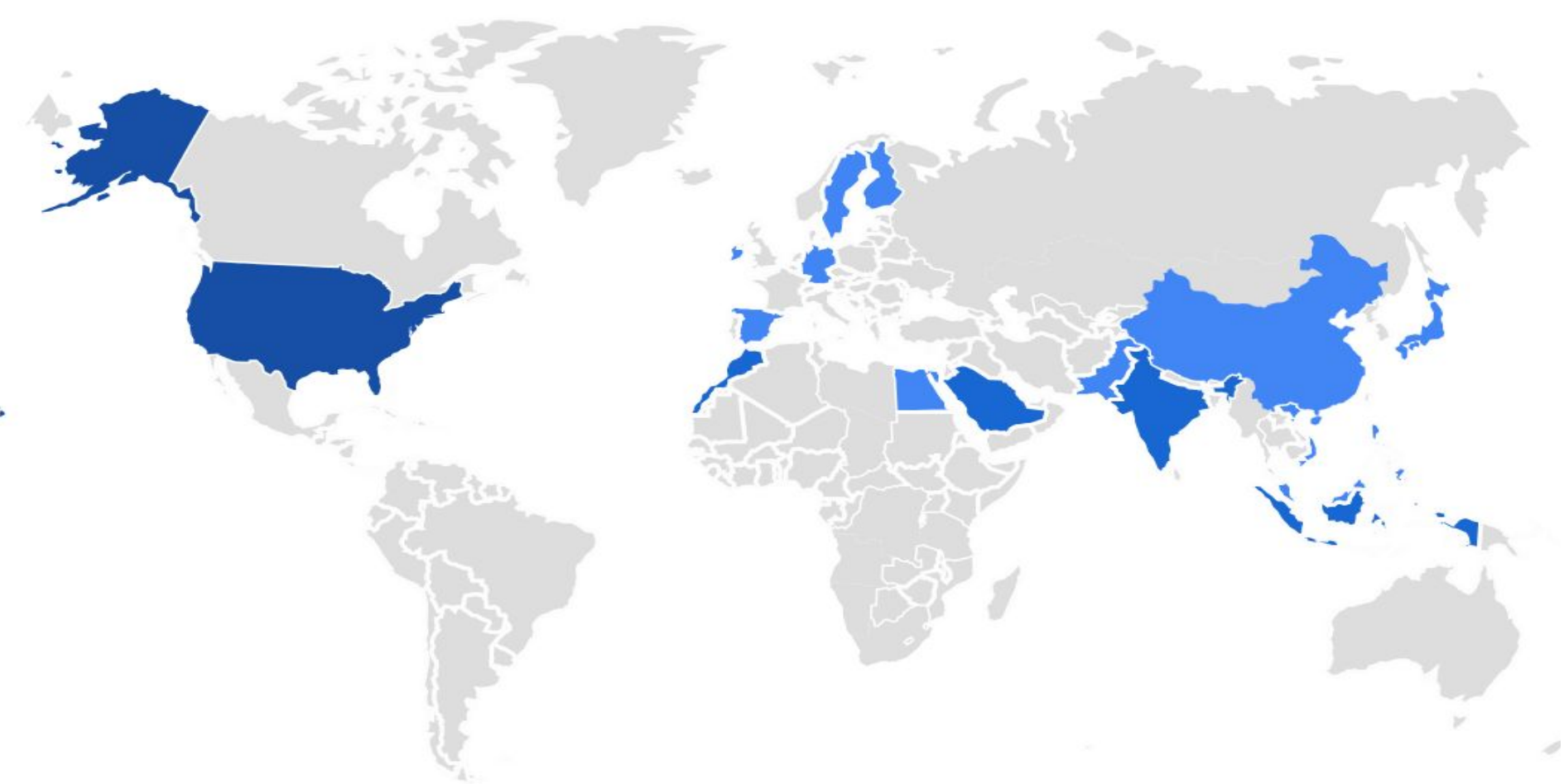
| COUNTRY	USERS
United States	110
Saudi Arabia	5
American Samoa	4
Indonesia	3
India	3
Morocco	2
China	1

- Around 90% of users come from the US
- Many of the remaining ~10% are likely from the US, however using Virtual Private Networks
- From Google Analytics

STRIPE VIEWS AND SALES OVER TIME

Views
16

Sales
6

- Views of the Stripe payment link, not of the entire site
- First views after mention at live show on March 12, word-of-mouth
- Began picking up around March 21, first Instagram post
- Continued usage after March 21 makes it unclear if Google Ad campaign added value
- Aside from the initial test purchase, projected trend for future sales is upward
- Prolonged exposure via Google Ad campaign could create more opportunities with continued investment
- From Stripe Payment Analytics

TRAFFIC OVER TIME BY PAGE

Event Count over Time by Page
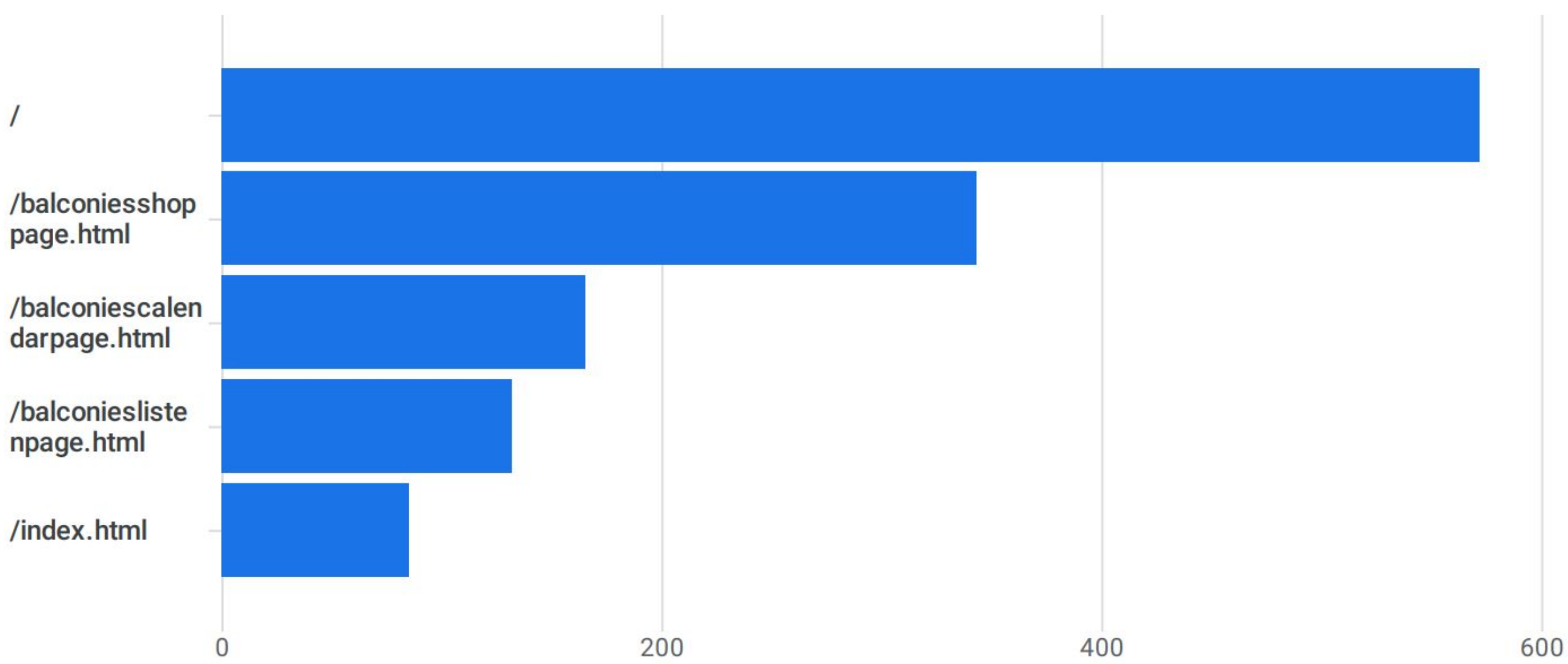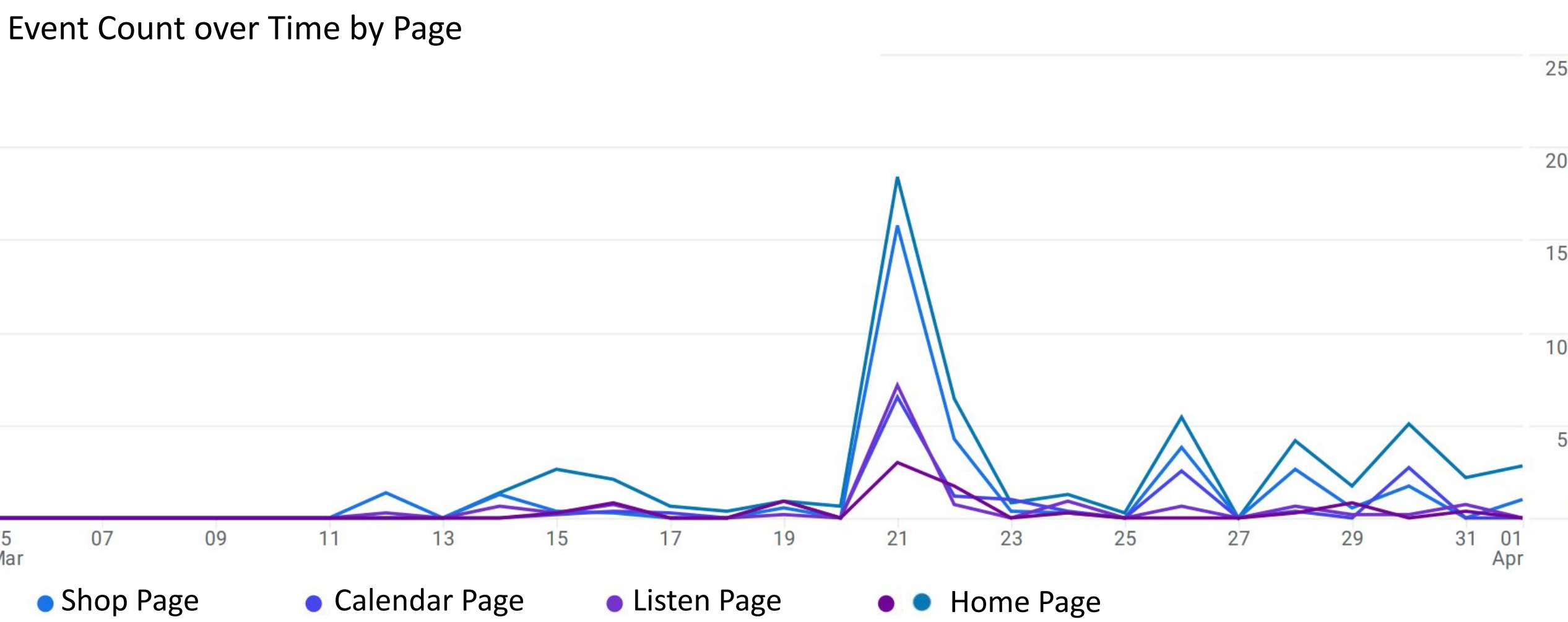
- Home page has by far the most views and clicks, with second highest being the shop page
- Pages /index.html and / are both the home page
- From Google Analytics

USER TRAFFIC BY CHANNEL

New Users by Primary Channel Group
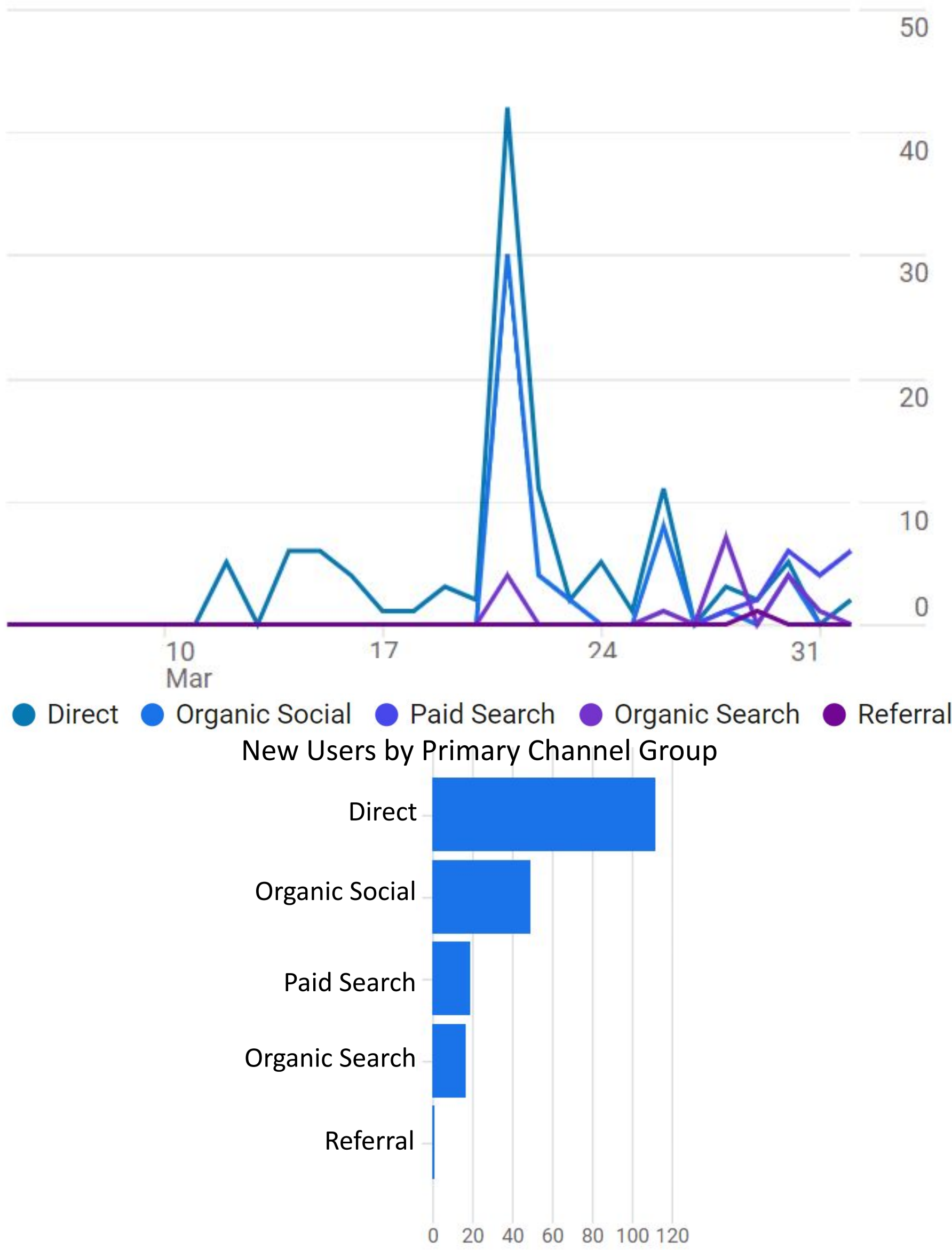
- First Peak, Mar 12- after first mention of the site at live show
- Highest Peak, Mar 21- after first social media post about website
- Most Traffic Over Time- Direct Search
- Organic Search- slightly higher since Google Ad campaign, still the lowest traffic over time
- Paid Search increase lines up with start of Google Ad campaign
- From Google Analytics

CONCLUSION

- Largest jump in user engagement was after Instagram post
- Unclear if Google Ad campaign had an effect on sales, but definitely had an effect on page views
- Google Ad campaign likely would have performed better with more than a $50 budget per week
- Social media marketing is free
- Google Analytics is also free

ACKNOWLEDGMENTS

https://github.com/c0leybr0wn/475ProjRepo