

## Digital Marketing Analytics

MSc in Business Analytics 2019-2020

Imperial College London

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### Group Assignment 2 (Part 3)

#### Google Adwords Campaign Plan

The plan of our campaign was to create a nice advertisement in google for our London chess club website in order to attract searchers click on the link, which sent them in products page (not in the Home one) where we used some photos to promote these sections/services/products:

1. Chess Equipment
2. Chess Training courses
3. Club membership

Below each section the user could find a button of 'learn more' type where if they click, they be referred to contact page. Thus, we considered this as a conversion (button click) and we assumed a 30 pounds value (average spend).

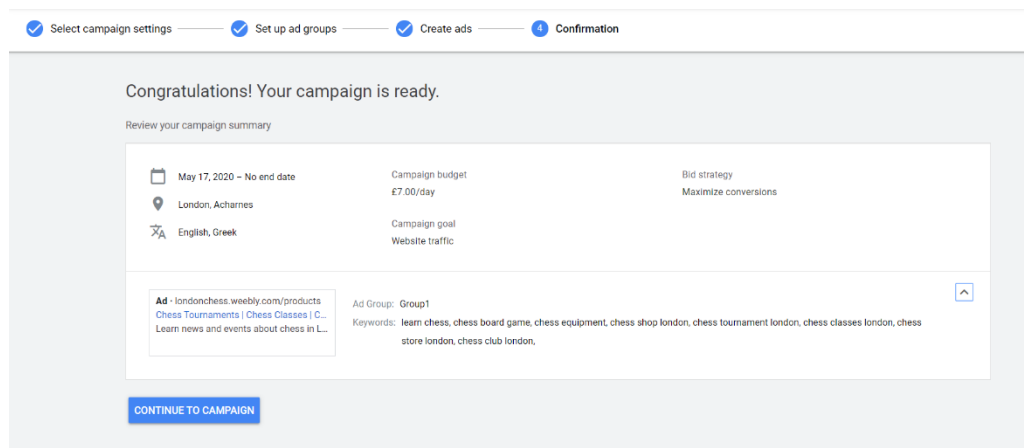
The screenshot displays the Google Ads campaign creation process. At the top, a progress bar shows four steps: 'Select campaign settings' (completed), 'Set up ad groups' (completed), 'Create ads' (active), and 'Confirmation' (pending). Below the progress bar, there are three tabs: 'Campaigns', 'Ad groups', and 'Ads'. The 'Ads' tab is selected, showing a list of ads. One ad is highlighted with a red box, showing its details. The ad is titled 'Chess Tournaments | Chess Classes | Chess Equip...' and has a final URL of 'londonchess.weebly.com/products.html'. The ad is currently in a 'PENDING' state. The 'New text ad' section shows the following details:

- Final URL: londonchess.weebly.com/products.html
- Headline 1: Chess Tournaments (17 / 30)
- Headline 2: Chess Classes (13 / 30)
- Headline 3: Chess Equipment in London (25 / 30)
- Display path: londonchess.weebly.com / products.html / Path 2 (13 / 15)
- Description 1: Learn news and events about chess in London. We provide trainings on how to (75 / 90)
- Description 2: play chess and we organise chess tournaments with great awards. (75 / 90)

On the right side, there is a preview of the ad on a desktop. The preview shows the ad title, the final URL, and the ad text. The ad text is: 'Learn news and events about chess in London. We provide trainings on how to. play chess and we organise chess tournaments with great awards.' Below the preview, there is a note: 'Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more'.

**Figure 1: Process of constructing the campaign**

We decided to have a 7 pounds per day budget and promote the advertisement in London and Athens (as 2 of us are in Athens in order to find the ad after searching)



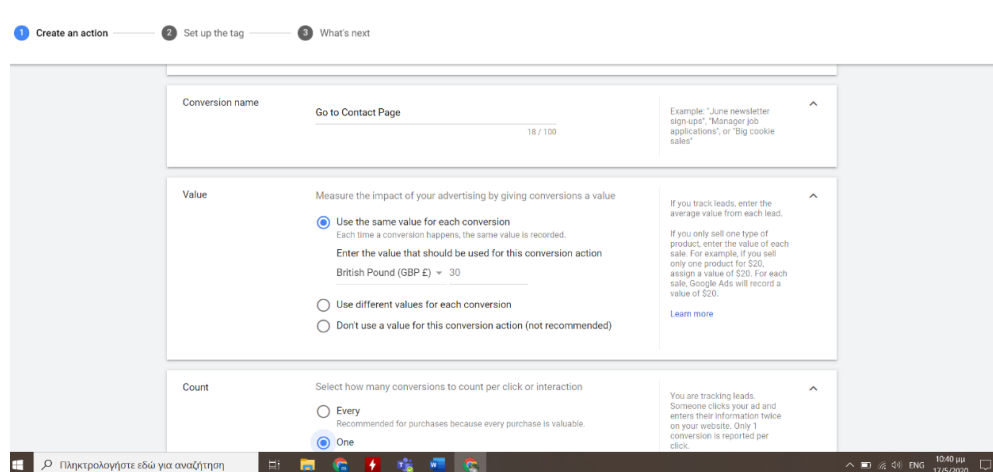
**Figure 2: Campaign is ready**

Please find below the keywords we used for promoting our website, after using keyword planner tool:

Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
chess in london	100 – 1K	Low	–	–	–	In Account
chess lessons london	10 – 100	Low	–	£0.62	£1.07	In Account
chess london opening	100 – 1K	Low	–	–	–	In Account
chess london system	100 – 1K	Low	–	£0.57	£0.95	In Account
chess opening london system	10 – 100	Low	–	–	–	In Account
chess opening system	10 – 100	Low	–	–	–	In Account
chess set london	100 – 1K	High	–	£0.23	£0.57	In Account
chess system	10 – 100	Low	–	–	–	In Account
chess tournament london	100 – 1K	Low	–	–	–	In Account
greater london chess club	10 – 100	Low	–	–	–	In Account

**Figure 3: Set of keywords we used for the campaign**

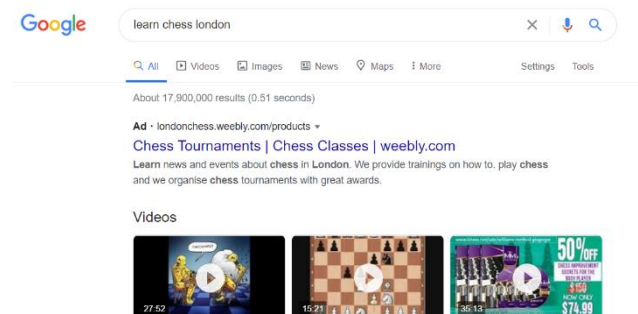
In the next screenshot you can see the connection with tag manager to create the conversion stated above.



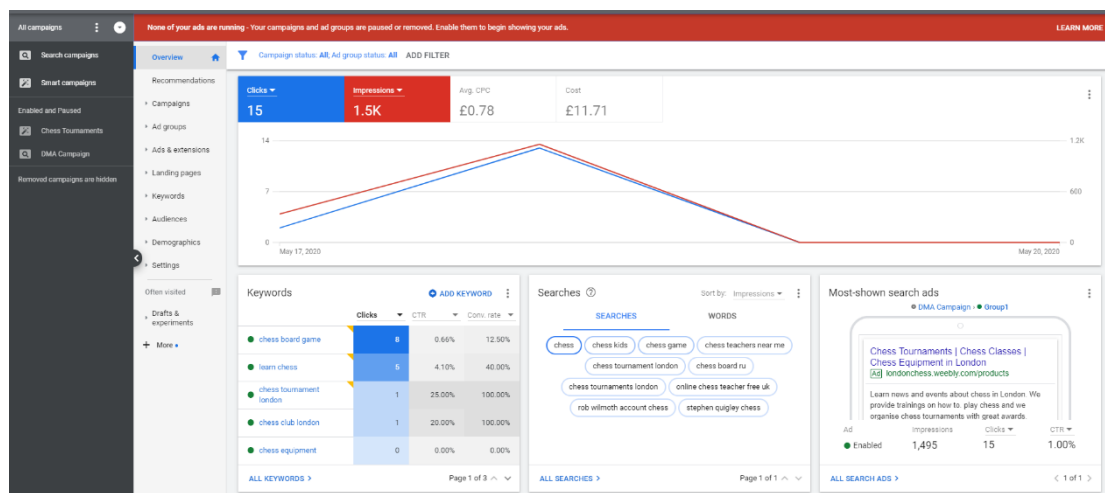
**Figure 4: Connection with the tag manager**

At the beginning we tried to bid manually the keywords we used, however Google provides an automatic algorithm that gives prices according to forecasting tool it uses. So we continued with the automatic option.

As you can see in the next 2 screenshots our advertisement successfully run on Google (we also managed to connect Google Adwords with Google Analytics however for the sake of simplicity we are not going to include a screenshot in this report).



**Figure 5: Our final advertisement on Google**



**Figure 6: Google Adwords Dashboard**

## Conclusion

Among others the keywords we used and proved to be successfully (most clicks) were 'chess board game', 'learn chess', 'chess tournament' and 'chess club London'. The metrics we wanted to measure were the conversion rate (discussed above) and CTR (ratio between ad views and clicks). Thus, according to our measures 'chess tournament' and 'learn chess' seem to be the most relevant keywords for our visitors (not only did they click on the advertisement, but they also clicked on the 'learn more' button).

All in all, this assignment was very helpful for us to understand how to combine Google tools such as Adwords, Tag Manager, Analytics, Optimize etc. in order to promote our services and products to a targeted group, having a low budget for marketing campaigns. Also, we learned how to run and evaluate the progress of our campaigns according to the results we want to bring to our business.