

Project 5 - Part 2
Run an AdWords
Campaign



Marketing Challenge #5 part 2:

Canadian Rotifers (Sea Farmer)

Campaign Approach

Description, Marketing Objective, and KPI

1. Approach Description

Canadian Rotifers is a small new company, still in the bootstrapping phase. In the actual phase, the project has reached quality standards to start thinking about commercialization, but not yet solved the distribution and presentation issues. In other words, the project doesn't have a product to sell still.

Nevertheless, the company desperately requires projecting a realistic sales volume in order to define the level of investment and access proper funding.

This is an especially difficult task to achieve because there is no previous history of this type of product in the current market at the local stage. This proposal suggests using AdWords as an effective way to assess the sales potential of the project.

The main idea is:

To develop a Beta project in which potential customers (aquarium hobbyists) are invited to enroll via AdWords in a Beta testing project. To everyone interested in participating, Canadian Rotifers Project will provide high quality rotifers for free, to be used as live feed in their aquariums.

Potential customers should enroll by subscribing in the project's webpage in order to receive the free rotifers. In exchange, the customers will provide the project with information about the rotifers' performance, their individual preferences and the sales potential.

This campaign will produce 2 Ad Groups, each targeting two stages of potential customers: (A) awareness (Those who don't know yet that rotifers are a good choice for them) and (B) interest (Those who are specifically looking for rotifers). It will use 2 different ads for each Ad Group targeting their relevant keywords.

2. Marketing Objective & KPI

What marketing objective do you aim to achieve with your campaign?

The marketing objective is: to enroll 25 potential customers in the project's Beta Test by the end of the AdWord campaign

What primary KPI are you going to track in your campaign?

The KPI for this audit is the number of potential customers in *the project's Beta Test*

Ad Groups

Ads and Keywords

Ad Group #1:

Ad Group: awareness 01 | Ad 01

Desktop

Canadian Rotifers | Best live feed for aquariums | Affordable and available.

 www.seafarmer.ca

Enriched to meet your aquatic pet's nutrition requirements. Enroll in our Beta Project and try them in your aquarium for free.

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](#)

Ad Group: awareness 01 | Ad 02

Desktop

Canadian Rotifers | Live feed for reef tank, | Best saltwater fish food

 www.seafarmer.ca

Enroll in our Beta Project and try them in your aquarium for free. Best live feed for your Nano Reef tank. Affordable and available.

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](#)

Keyword list

1. Best live feed for aquariums
2. nano reef tank
3. corals for sale in canada
4. rotifers characteristics
5. brachionus
6. mandarin fish
7. rotifers definition

8. rotifers under microscope
9. brine shrimp
10. saltwater fish food
11. nano reef aquarium
12. nanoreef
13. best tropical fish food
14. tetra fish food
15. buy corals online canada
16. lps coral
17. artemia
18. brine shrimp for sale
19. brine shrimp aquarium
20. best feed for mandarin fish
21. feed for dragonet

Ad Group: interest 02 | Ad 01

Desktop

Canadian Rotifers | Live feed for reef tanks | Best saltwater fish food

Ad www.seafarmer.ca

Enroll in our Beta Project and try them in your aquarium for free. Best live feed for your Nano Reef tank. Affordable and available.

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](#)

Ad Group: interest 02 | Ad 02

Desktop

Canadian Rotifers | Best live feed for aquariums | Affordable and available.

Ad www.seafarmer.ca

Enriched, affordable and available, raised in Canada rotifers. Enroll in our Beta Project and try them in your aquarium for free

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](#)

Keyword list

1. rotifers for reef tank
2. rotifers saltwater aquarium
3. best saltwater fish food
4. rotifers
5. rotifers for sale
6. rotifers canada
7. rotifer culture for sale
8. aquarium rotifers
9. buy live rotifers
10. live rotifers for sale
11. how to breed rotifers
12. rotifer reproduction
13. rotifers culture
14. rotifer culture technique
15. rotifers facts
16. how long do rotifers live
17. rotifers examples
18. rotifer culture system
19. rotifer culture kit
20. rotifers digestive system

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max CPC Bid	Impr	CTR	Avg Cost per Click	Conv.	CR	Cost per Conv.	Cost
Name	Awareness 01	7,160	1.13%	1.27	0	0	n/a	102.65
Name	Interest 01	102	2.94%	0.91	0	0	n/a	2.73
Total		7,262	1.16%	1.25	0	0	n/a	

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	75	1.18%	1.27	0	0%	n/a
Ad Group 1, Ad 2	6	0.73%	1.24	0	0%	n/a
Ad Group 2, Ad 1	3	3.23%	0.91	0	0%	n/a
Ad Group 2, Ad 2	0	0	0	0	0%	n/a

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keywords	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
120 gallon aquarium	10	0.56%	1.01	0	0%	n/a
Nano reef tank	8	2.04%	1.21	0	0%	n/a
Artemia	6	10.34%	1.33	0	0%	n/a

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

The campaign did not receive any enrolment (KPI); thus, it is fair to say that it didn't have a positive ROI and -obviously- the conversion rate was way lower than expected. Nevertheless, I would not say that the campaign did not have some important positive results.

In order to conduct a fair analysis, it's important to keep in mind the following.

- Since the project is still in the bootstrapping phase, it did not have a final product to sell at the moment.
- Nevertheless, the project is eager to assess the sales projection of the project in order to determine the investment rate.
- The idea proposed was to offer a Beta-Tester enrolment which would provide the required information (and precious info about the customers needs) in exchange of free rotifers.
- The idea proved to be unsuccessful.
- It required a high level of involvement which the customers most likely would not be wanted to get into.
- This was recognized early in the course when we defined the project's persona as "lacking time for deep research on hobby" and "requiring effective information source"
- It is not crazy to ponder that, if the campaign had offered a final product (alas, direct and simple solution to a problem), the conversion rates could have been provided a positive ROI. But this would have to be proven in another campaign.

Can we conclude that offering a final product would have provided a positive ROI?

- As mentioned, we would need another campaign to prove this idea, but the present campaign provided with valuable ideas to consider:
- The webpage received 84 extra visits and the CTR was higher than expected, showing that there could be some interest.

- Considering this parameter, a 10% conversion rate would bring about a positive ROI whereas a 1% would not.
- The Awareness group ad performed notoriously better than the Interest group as it received 94% of the clicks. This was not a surprise because this project is trying to present to the market a new product and some work on branding is going to be required.
- The results from the performance of Keywords “120 gallon aquarium” and “Nano reef tank” brings about important insights about the customers journey.

Recommendations for future campaigns

Imagine you had additional budget, how would you use it, given your campaign evaluation?

- First, I would desist of the Beta-Tester idea because it doesn't fit with projects persona. I would wait until a final product is ready to sell to the market.
- Also, the following changes should be considered:
 - I would focus on the awareness group rather than the interest group and try to better customize the ads accordingly
 - I would put a hold in the “artemia” and “brine shrimp” keywords (they both represent the competition), this way the main keywords “120 gallon aquarium” and “Nano reef tank” could better profit from the budget.
 - I would change completely the landing page discarding the Beta-Tester strategy and oriented to a direct and simple solution to a problem (provide the best feed for your aquarium/nano reef tank). This way we would align the campaign with the project's persona.

Appendix

Screenshots for Reference

Ad groups

Find ad groups								
Ad group status: All but removed Add filter								
<input type="checkbox"/>	Ad group	Status	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	awareness 01	Campaign ended	Standard	81	7,160	1.13%	\$1.27	\$102.65
<input type="checkbox"/>	interest 02	Campaign ended	Standard	3	102	2.94%	\$0.91	\$2.73
Total: All but... ?				84	7,262	1.16%	\$1.25	\$105.38
Total: Camp... ?				84	7,262	1.16%	\$1.25	\$105.38
1 - 2 of 2								



Ads

Ad status: All but removed Add filter										
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Canadian Rotifers Best live feed for aquariums Affordable and available. www.seafarmer.ca Enriched to meet your aquatic pet's nutrition requirements. Enroll in our Beta Project and try them in your aquarium for free.	awareness 01	Campaign ended	Expanded text ad	75	6,343	1.18%	\$1.27	\$95.20
<input type="checkbox"/>	<input checked="" type="radio"/>	Canadian Rotifers Live feed for reef tanks Best saltwater fish food www.seafarmer.ca Enroll in our Beta Project and try them in your aquarium for free. Best live feed for your Nano Reef tank. Affordable and available.	awareness 01	Campaign ended	Expanded text ad	6	817	0.73%	\$1.24	\$7.45
<input type="checkbox"/>	<input checked="" type="radio"/>	Canadian Rotifers Best live feed for aquariums Affordable and available. www.seafarmer.ca Enriched, affordable and available, raised in Canada rotifers. Enroll in our Beta Project and try them in your aquarium for free	interest 02	Campaign ended	Expanded text ad	3	93	3.23%	\$0.91	\$2.73

Ad status: All but removed Add filter										
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Canadian Rotifers Live feed for reef tanks Best saltwater fish food www.seafarmer.ca Enroll in our Beta Project and try them in your aquarium for free. Best live feed for your Nano Reef tank. Affordable and available.	awareness 01	Campaign ended	Expanded text ad	6	817	0.73%	\$1.24	\$7.45
<input type="checkbox"/>	<input checked="" type="radio"/>	Canadian Rotifers Best live feed for aquariums Affordable and available. www.seafarmer.ca Enriched, affordable and available, raised in Canada rotifers. Enroll in our Beta Project and try them in your aquarium for free	interest 02	Campaign ended	Expanded text ad	3	93	3.23%	\$0.91	\$2.73
<input type="checkbox"/>	<input checked="" type="radio"/>	Canadian Rotifers Live feed for reef tanks Best saltwater fish food www.seafarmer.ca Enroll in our Beta Project and try them in your aquarium for free. Best live feed for your Nano Reef tank. Affordable and available.	interest 02	Campaign ended	Expanded text ad	0	9	0.00%	—	\$0.00

Keywords

 Keyword status: All but removed Add filter

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	120 gallon aquarium	awareness 01	Campaign ended	Approved	—	10	1,793	0.56%	\$1.01	\$10.09
<input type="checkbox"/>	<input checked="" type="radio"/>	nano reef tank	awareness 01	Campaign ended	Approved	—	8	392	2.04%	\$1.21	\$9.69
<input type="checkbox"/>	<input checked="" type="radio"/>	nanoreef	awareness 01	Campaign ended	Approved	—	7	487	1.44%	\$1.28	\$8.93
<input type="checkbox"/>	<input checked="" type="radio"/>	artemia	awareness 01	Campaign ended	Approved	—	6	58	10.34%	\$1.33	\$7.99
<input type="checkbox"/>	<input checked="" type="radio"/>	brine shrimp	awareness 01	Campaign ended	Approved	—	5	84	5.95%	\$1.30	\$6.52
<input type="checkbox"/>	<input checked="" type="radio"/>	saltwater fish food	awareness 01	Campaign ended	Approved	—	5	664	0.75%	\$1.07	\$5.35

 Keyword status: All but removed Add filter

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	brine shrimp	awareness 01	Campaign ended	Approved	—	5	84	5.95%	\$1.30	\$6.52
<input type="checkbox"/>	<input checked="" type="radio"/>	saltwater fish food	awareness 01	Campaign ended	Approved	—	5	664	0.75%	\$1.07	\$5.35
<input type="checkbox"/>	<input checked="" type="radio"/>	lps coral	awareness 01	Campaign ended	Approved	—	4	1,335	0.30%	\$1.13	\$4.53
<input type="checkbox"/>	<input checked="" type="radio"/>	tetra fish food	awareness 01	Campaign ended	Approved	—	2	163	1.23%	\$1.91	\$3.82
		Total: All ...					84	7,262	1.16%	\$1.25	\$105.38
		Total: Ca...					84	7,262	1.16%	\$1.25	\$105.38

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Overview

Recently, these new words appeared in Google searches that showed your ads

In the last 7 days (Feb 10 – 16, 2019)

canada

corals

fish

reef

coral

shrimp

supplies

tank

brine

aquarium

for

saltwater

eggs

sale

online

gallon

nano

buy

kessil

a80

in

cube

lobophyllia

mandarin

decapsulated

GusSilAug-18

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Ad groups

	Cost	Clicks	CTR
● awareness 01	\$102.65	81	1.13%
● interest 02	\$2.73	3	2.94%

[ALL AD GROUPS >](#)

Keywords

	Cost	Clicks	CTR
● corals for sale in canada	\$19.87	14	2.56%
● buy corals online canada	\$14.11	11	3.33%
● 120 gallon aquarium	\$10.09	10	0.56%
● nano reef tank	\$9.69	8	2.04%
● nanoreef	\$8.93	7	1.44%

[ALL KEYWORDS >](#)

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Searches

SEARCHES

WORDS

canada corals

reef supplies

corals canada

bow front aquarium

canada coral

kessil a80

brine shrimp eggs canada

buy saltwater fish online canada

coral canada

leptastrea

lobophyllia

200 gallon fish tank

corals for sale toronto

fairy shrimp for sale

mandarin fish price

nano cube

nano cube aquarium canada

125 gallon tank for sale

[ALL SEARCHES >](#)

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Most-shown ads

Ad group: awareness 01

Canadian Rotifers | Best live feed for aquariums | Affordable and available.
www.seafarmer.ca

Enriched to meet your aquatic pet's nutrition requirements. Enroll in our Beta Project and try them in your aquarium for free.

Ad	Impressions	Clicks	CTR
● Enabled	6,343	75	1.18%

[ALL ADS >](#)

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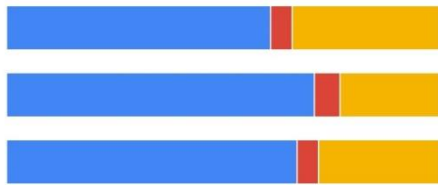
Landing pages

<https://seafarmer.ca/>

Clicks	Mobile sp...	Conv. rate	Avg. CPC
81	—	0.00%	\$1.26

[ALL LANDING PAGES >](#)

...



Impressions ▼

Clicks ▼

Mobile phones: — Computers: — Tablets: —

[DEVICES >](#)

...

Impressi... ▼



