

TASK 5

Recommendations

Recommendations:

1. Optimize CTR for Google Ads:

- Improve ad copy, test different headlines, use ad extensions, and target more relevant keywords to enhance CTR and drive more traffic.

2. Scale High-Performing Facebook Campaigns:

- Increase budgets for high-performing campaigns like Retargeting and LookalikeAudience to capture more leads and conversions.

3. Targeted Optimization:

- For Google Ads, focus on Campaign A Ad Set 2 and Campaign B Ad Set 3 to improve their performance through targeted ad copy and keyword optimizations.
- For Facebook Ads, enhance ad creatives and targeting for LookalikeAudience Ad Sets and optimize OpenAudience Ad Set 5 to boost conversions.

4. Maintain and Refine Strategies:

- Continue with the current successful strategies for both Google and Facebook ads, making incremental improvements to sustain and enhance performance.
- Monitor performance metrics regularly to ensure that the campaigns remain aligned with industry benchmarks and business objectives.

5. Leverage High Engagement Days:

- Analyze day-wise patterns to identify high engagement or conversion days and adjust ad schedules to maximize traffic and conversions during these peak periods.

Business Context Recommendations:

1. Optimize Google Ads Campaigns:

- Targeting and Ad Copy: Improve CTR by refining ad copy, testing different headlines, using ad extensions, and targeting more relevant keywords.

- **Manage Offline Calls:** To prevent overwhelming clinic capacity, adjust targeting to shift some focus towards generating more online calls. This can involve promoting online consultation benefits in ad copy.
- **Budget Allocation:** Increase budgets for high-performing ad sets (e.g., Campaign A Ad Set 1) while ensuring they do not excessively exceed offline consultation limits.

2. Scale Facebook Ads Campaigns:

- **Retargeting and Lookalike Audience Campaigns:** Maintain and potentially increase budgets due to high Lead to Call rates. Ensure balanced offline and online call distribution to avoid exceeding offline consultation capacity.
- **Ad Creative and Targeting:** Continue to enhance ad creatives and targeting strategies to maintain high engagement and conversion rates.
- **Manage Call Distribution:** Similar to Google Ads, adjust targeting to balance offline and online calls to optimize revenue without overburdening clinic capacity.

3. Strategic Optimization Across Platforms:

- **Conversion Paths:** Refine landing pages, simplify lead capture forms, and ensure high-quality traffic to improve overall conversion rates.
- **User Experience:** Review and optimize conversion paths and user experiences to sustain high Lead to Call rates.
- **Budget Management:** Allocate budgets dynamically based on performance metrics and consultation capacity constraints, ensuring that high-performing ad sets are sufficiently funded without exceeding capacity limits.

4. Revenue Maximization:

- **Offline Call Management:** Prioritize offline calls for high-revenue potential but ensure they are within the capacity limits to avoid operational bottlenecks.
- **Promote Online Consultations:** Emphasize online consultations to balance the call types and fully utilize the available consultation capacity without compromising revenue.