



Paid Ads Strategy for the release of **GoPro HERO 12 Black Edition**

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Executive Summary

Objectives:

- Primary Goal: Drive Sales for GoPro HERO12 Black Edition launch
- Secondary Goal: Increase traffic to the GoPro Website
- Project Timeline/Funds:

Budget: \$100,000

Duration: 1 month (30 days)

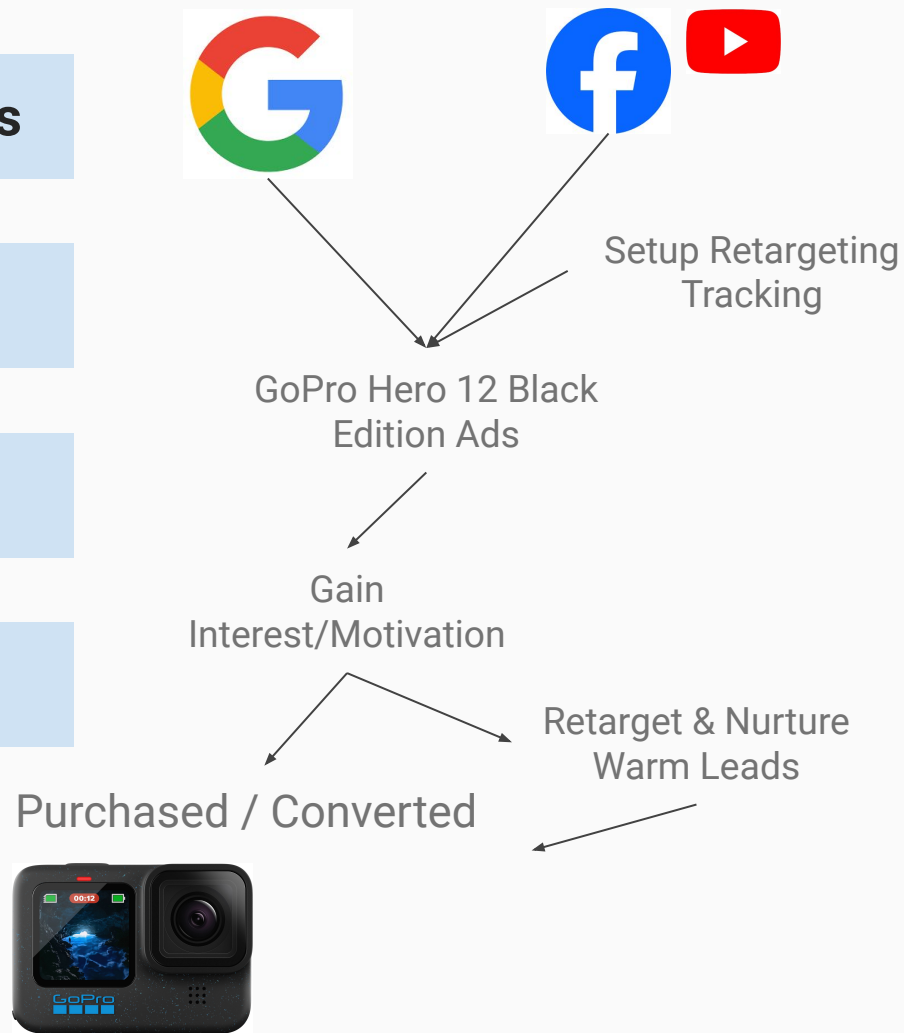
Dates: August 1st - August 31th

End of Campaign Reporting: August 30th

60-85% of budget:

- For top or mid funnel, the rest should be allocated to bottom funnel (dependent on project goals/intent/brand authority, etc...)

Summarized Solution





GOOGLE PPC Ads - SEARCH CAMPAIGN STRUCTURE

- *Primary Goal: Create high buy intent and direct traffic to the of GoPro HERO 12 Black Edition landing page.*
- *Create Campaign without a goal's guidance: (Initial campaigns should allow for enough data to be aggregated before using a campaign goal).*
- *Include Google Search Networks (for display campaign)*
- *Ad Schedule: All day*
- *Location: NY, Canada*
- *People in or regularly in your targeted locations*
- *Languages: English*
- *Ages 16+ and All Genders*



Keywords / Ad Groups

Between 4-10 Keywords per ad group (Initially)

Keyword Type: Phrase Match, Exact Match

Average Monthly Searches per keyword: 100 – 10K

Keyword 01 – 100 to 1K (Ad Group: Adventure Travelers)

Keyword 02 – 1k to 10K (Ad Group: Adventure Travelers)

Keyword 03 – 100 to 1K (Ad Group: Adventure Travelers)

Keyword 04 – 100 to 1K (Ad Group: Adventure Travelers)

Keyword 01 – 100 to 1K (Ad Group: Sports Enthusiasts)

Keyword 02 – 100 to 1K (Ad Group: Sports Enthusiasts)

Keyword 03 – 100 to 1K (Ad Group: Sports Enthusiasts)

Keyword 04 – 100 to 1K (Ad Group: Sports Enthusiasts)

Keyword 05 – 100 to 1K (Ad Group: Sports Enthusiasts)

Keyword 06 – 100 to 1K (Ad Group: Sports Enthusiasts)

*Between 2-3 Ad Groups (Initially,
segment more if needed)*

Ad Groups: Adventure Travelers, Sports
Enthusiasts, Vloggers



SEARCH Ad CREATIVES – 3 ADS PER CAMPAIGN

- 1 Campaign - 3-4 Ad Groups - 3-4 Ads + (Ad Variants for testing).
- Add Campaigns (if necessary or budget allows)

Ad · gopro.com/shop/cameras ⓘ

[Travel With Top Tech | \\$399 | Discover & Travel the World | GoPro Hero 12 Black Edition](#)

4 ★★★★★ advertiser rating

Easily Create industry-leading 177° field-of-view + HyperSmooth 6.0 video stabilisation. Thrill Seekers, enjoy the newest HDR 4k Video + 3hrs battery life + Timecode syncing.

Free Delivery · 30-day return · +30ft Waterproof · Show ...

[Buy Now](#) [Add To Cart](#) [About This Item](#)

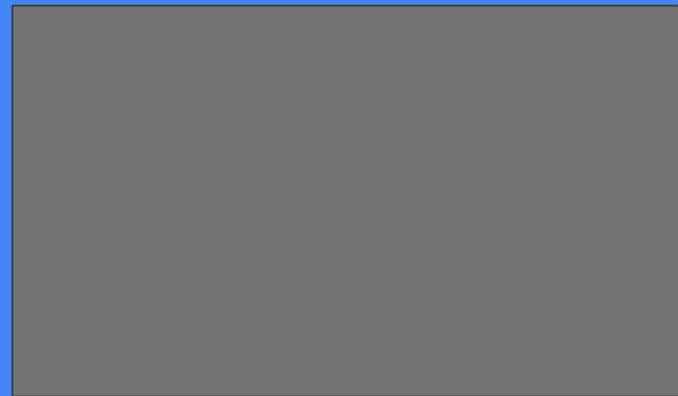
Ad · gopro.com/shop/cameras ⓘ

[From The Court To The Field | | Action Packed Recording \\$399 | GoPro Hero 12 Black Edition](#)

Unleash your athletic potential with 177° field-of-view & 4k120p + 6.0 video stabilisation Ready to record action packed 5.3k HDR quality + 27MP sensor & bluetooth audio support

Free Shipping · 30-day return · +5hr Battery · +30ft Wate...

[Buy Now](#) [Features](#) [About This Item](#) [Purchased 1](#)





BUDGET & BID STRATEGY FOR GOOGLE ADS SEARCH

- **Total Budget** = of \$100,000 (45% or \$45,000 allocated to Google Ads)

- **Budget Per Day** = \$45,000 (budget) / 30.4 (days) = \$1,480.26 →
\$1,151.31 / 3 (campaigns) = \$493.42 Per Campaign (subject to
increase/decrease)

- **Total Google Ads Campaigns** = 3 (1 Retargeting Campaign, 1 Display
Campaign, 1 Primary Campaign GoPro Hero 12 Black Edition) (initially)

- **Conservative Conversion Rate Goal for Search:** 2-4%

- **AOV** (Cost of GoPro Hero 12 Black Edition) = \$399

- **Max Cost Per Click Bid** = $0.03(3\% \text{ conversion rate}) * \$399(\text{AOV}) =$
\$11.97 (highest amount willing to pay for a click)

- **Conversions Goal** = $\$45,000(\text{budget}) / \$11.97(\text{Max Cost Per}$
Conversion) = 3759 conversions

- **Revenue Goal** = $3759(\text{Conversions}) * \$399(\text{AOV}) = \$1,499,841$

- Deselect 'Help increase conversions with Enhanced CPC (initially)
- Increase/Decrease CPC bid depending if budget allows (if budget allows etc.)
- During Campaigns focus on Cost Per Click reduction and Improving ad quality and pausing under performing keywords
- Continue scaling if necessary
- Scale down if budget is not used properly
- Collect views for remarketing lists



RLSA (Remarketing Lists for Search Ads) CAMPAIGNS

Include keywords like:

(generic Keyword 01)

(generic Keyword 02)

- Using and testing more generic terms can bring more traffic that are interested in a similar product..

Campaign Name: *(Name Here)*

Remarketing Lists:

Viewed the GoPro HERO12 Black Edition All Cameras Page.

Viewed the GoPro HERO12 Black Edition Details Page.





GOOGLE DISPLAY ADS (RETARGETING)

- 1 Retargeting campaign
 - Gopro Hero 12 Black Edition
- Ad creatives include images of GoPro camera, sport/exotic sport activity, sponsored photos
- 2 Image Ads: 250 x 250 and 300 x 50
- 1 Video Ad: 300 x 250
- Create similar video below with high energy
- <https://www.facebook.com/gopro/videos/1427174314631001>



GoPro
Be a **HERO.**

**Get Your GoPro HERO 12
Black Edition**

BUY NOW



GOOGLE CAMPAIGN OPTIMISATION AND KPIS

1. *Focus on quality keywords and add negatives.*
2. *Goal of CPC and CPV \leq \$1.*
3. *CTR \geq 1-3%.*
4. *Check KPIs every 1-2 days (age, gender, device, location).*
5. *Adjust bids as needed (budget, performance, impression share).*
6. *Monitor bounce rate, pages viewed, pages per session etc. (Google Analytics).*
7. *Create new campaigns for exact matches and specific counties, device segmentation etc.*
8. *Pause underperforming keywords, ads, demographics, and devices.*



BUDGET & BID STRATEGY FOR RLSA & DISPLAY REMARKETING CAMPAIGNS

Total Budget = of \$100,000 (10% or \$10,000 allocated to RLSA and Retargeting (Assuming GoPro already generates a lot of website traffic, if not 5-10% of budget should be allocated))

2 campaigns = $\$10,000 / 2$ (campaigns) = \$5,000 (budget per campaign) *(initially 2 campaigns subject to change)*

Daily budget = $\$5,000 / 30.4$ = \$166.67 (per campaign)

Average CPM of display ads = \$11 (Google display ads average is \$7 - \$14)

Average CTR = of 0.5% (Display ads have less than search)

Estimated Impressions = $(\$5,000 \text{ budget}) / \$11(\text{CPM})$ = 454,545 estimated impressions

Estimated Clicks = $454,545(\text{impressions}) * 0.5(\text{CTR})$ = 227,272 estimated clicks

Estimated Conversions = $5,000 * 0.02$ (Conversions) = 100 estimated conversions

Initial start with (manual CPC) until data aggregation phase.

Display Remarketing Ads → finding potential customers with visually engaging ads, focused more on impressions (Target CPM, Conversions)

RLSA → High intent conversions audience, Create tailored Ad Copy reminding users of their previous interest.



GOOGLE CAMPAIGNS OVERVIEW

Total - 3 Campaigns

GoPro Hero 12 Black Edition for Search
(Primary)

GoPro Hero 12 Black Edition for RLSA
(Secondary)

GoPro Hero 12 Black Edition for Display Ads for
Retargeting (Secondary)

Other new Campaigns based on exact matches,
specific counties, and from other good statistics
can be implemented

Total - Ad Groups

Primary Ad Groups: Adventure Travelers, Sports
Enthusiasts, Vloggers (*initially & segment if needed*)

Secondary Ad Groups (RLSA):

- Viewed the GoPro HERO 12 Black Edition All
Cameras Page,
- Viewed the GoPro HERO 12 Black Edition All
Cameras Page.



GOOGLE Ads CONSIDERATIONS

- Use A/B/C testing with different variants.
- Create segmented campaigns for different audiences. (if budget allows)
- Set refined goals for each campaign. (if budget allows)
- Try various ad types and placements (e.g., Video, Display, Instagram feed, Facebook right column).
- Test, Test, Test different approaches but avoid over-testing if something already works well.
- Consider doing bing ads (if budget allows)
- Consider using Google's Shopping ads (if budget allows)
- Display/Video Ads promote the GoPro Hero 12 Black Edition but generally have lower CTR and conversion rates than search ads.

FACEBOOK CAMPAIGNS



3 Campaigns:

Primary Campaign focusing on Sales,

Secondary Campaign focusing on awareness,

Third Campaign focusing on Remarketing

Total Budget = \$100,000 (30% or \$30,000 for Social Media)

Primary Campaign 01 (Sales Conversion) Budget: 20% or \$20,000) (Bottom - Mid funnel)

Third Campaign 03 (Retargeting) Budget: 10% or \$10,000) (Mid - Top Funnel) (Warm Leads)

1 Ad Set per campaign and 3-4 Ad Creatives per ad set (initially)

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Primary Campaign 01 Objective: high conversions, high traffic focus

1 Ad set for (Image or carousel) 1 Ad set for (Video)

Buying type: Auction

Campaign Objective: Sales

Conversion location (Website): Drive traffic to GoPro Hero 12 Black Edition Landing Page

Performance Goal: Maximize Number of Conversions

Start/End Date: August 1st - August 31th

Ad Schedule: All Day

Location: US, Canada

People in or regularly in your targeted locations

Ages 18 - 46 and All Genders

Languages: English (All)

Daily Budget: \$20

Audience Targeting: Travel and outdoor creators, extreme sport (sports)

Ad Placements: Run a 4-day A/B test to compare manual against Advantage+ placements

Devices: Mobile

Placements: Only Facebook News Feed

Secondary Campaign 02 Objective: nurture warm leads people who made in the funnel but exited (Retargeting)

Buying type: Auction

Campaign Objective: Sales

Enable Facebook Pixel for tracking (GoPro Hero 12 Black Edition Landing Page, Add To Cart)

Conversion location (Website): Drive traffic to GoPro Hero 12 Black Edition Landing Page

Performance Goal: Maximize Number of Conversions

Start/End Date: August 1st - August 31th

Ad Schedule: All Day

Location: US, Canada

People in or regularly in your targeted locations

Ages 18 - 46 and All Genders

Languages: English (All)

Daily Budget: \$20

Audience Targeting: Travel and outdoor creators +400k audience, extreme sport (sports) +20 million audience

Ad Placements: Run a 4-day A/B test to compare manual against Advantage+ placements

Devices: Mobile

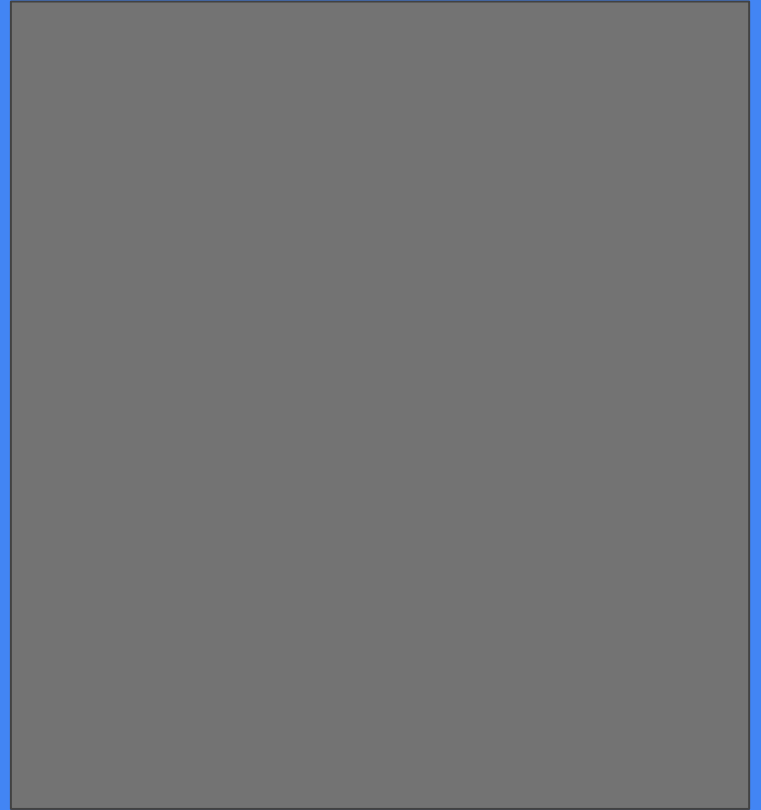
Placements: Only Facebook News Feed



Facebook Ad Creatives & (Retargeting) Ads

Retargeting for: GoPro Hero 12 Black Edition landing page, GoPro Hero All Cameras Page & GoPro website Add to Cart

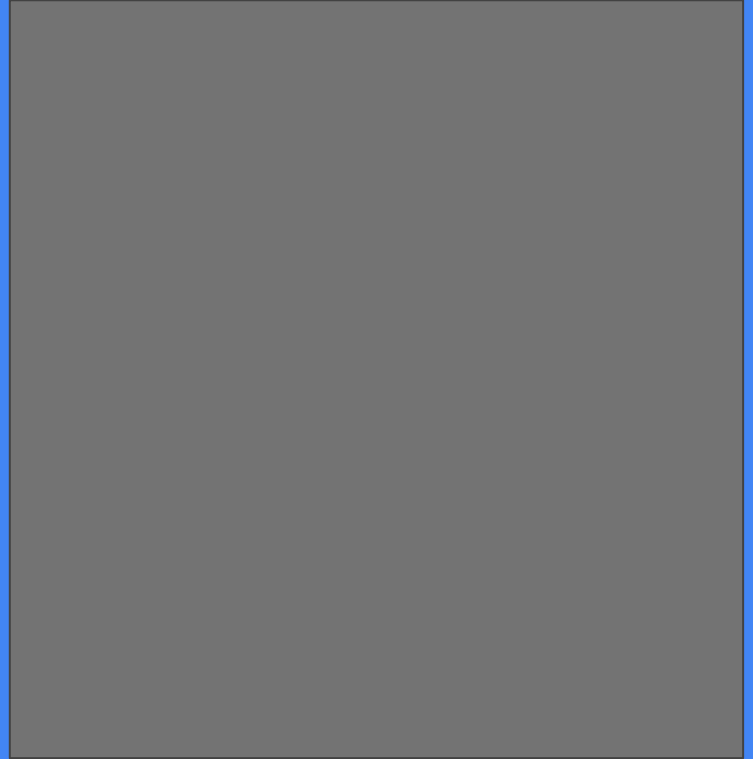
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- Build New Retargeting campaign for:
 - Custom audiences that viewed GoPro HERO 12 Black Edition Landing page, All Cameras page, Add to cart within past 7 days.
- Same Ad creatives from original campaigns
 - Different Descriptions

Reduce budget due to lower audience and budget should be allocated to other campaigns.





FACEBOOK CAMPAIGN OPTIMISATION AND KPIS

- CPC (and Cost per view) $\leq \$1$
- CTR between 1 - 4%
- Frequency for non-retargeting Ads is once a day
 - Exclude audience who have engaged Ad and/or viewed pages to reduce Frequency when scaling
- Observe KPIs after every 2-3 days for each campaign
- Scale campaign by creating new ad sets and/or editing the original ad set for specific age groups, genders, and locations with good KPIs
- Research new audiences using Audience Insights
- Create Lookalike Audiences from custom audiences with 100 views
 - Continue with 500 views, 1000 views, 2000 views, etc.
 - Test LAL 1% first, then do LAL 2%...
- Pause Ad Sets Or Ads not meeting KPIs



OTHER CONSIDERATIONS

- Start testing:
 - Use Audience Look alike to segment your audience further
 - Other placements like IG feed, Facebook Right Column, Stories, Search, etc
- Budget and bid optimisation once FB receives a lot of data and campaigns show good KPIs
 - Manually optimise and control cost or bids inside Ad sets when noticing certain cost/bid patterns

Project Timeline: August 1st -
August 31th

SCHEDULE

Dates

July 24th - July 31st -

- Plan All Campaigns, Ad Sets, and Creatives
 - Communicate with videographer to create video Ads
- Start creating remarketing lists and custom audiences

August 1st

- Start running Initial Google and FB Ads
- Can potentially start Google search campaigns before 1st April

August 2nd to 4th

- Observe KPIs,
- Restructure campaigns, and start scaling budgets

August 5th to 8th

- Start Retargeting Ads on Google and Facebook
- Observe whether to start Lookalike audiences on FB

August 9th onwards

- Continue scaling Ads on Google and Facebook
- Ensure KPIs meet targets
- Think of new ad creatives to implement on Google and Facebook
- Plan and implement new Bing/Display Ads

SPLITTING THE OVERALL BUDGET

Total Budget = \$100,000

Google Ads:

- 45% or \$45,000 allocated to search campaign (not remarketing)

- 15% or \$15,000 allocated to Youtube

- 10% or \$10,000 allocated to RLSA and Retargeting

Facebook:

- 20% or \$20,000 allocated to primary campaign (not remarketing)

- 10% or \$10,000 allocated to secondary campaign (Remarketing)

CONCLUSION

- Work backwards from our goal, ex. to achieve \$400,000 in revenue with an \$8 ROAS, ensure our goals are realistic within the campaign duration.
- Some Marketing channels have a better ROI depending on the goal of the project/campaign
- Refine our A/B/C testing will improve our quality of our audience will