CEREMONY COFFEE ROASTERS

Google Ads Campaign

"We've always believed coffee should be something special"

-Team Ceremony

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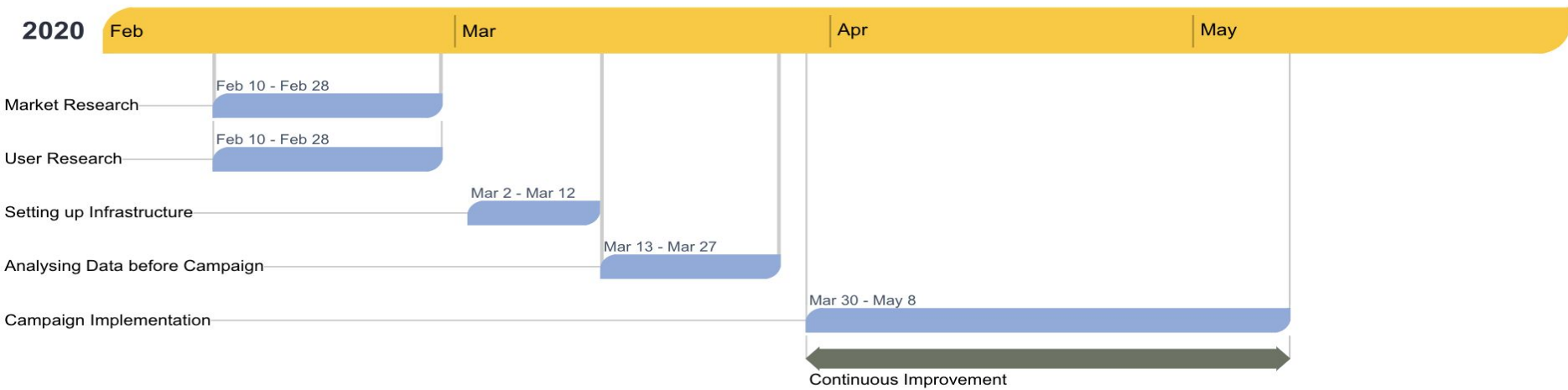# What was the project?

Deliverables

1. Research Findings
2. Campaign
3. Recommendations

Goals

1. Reclaim specialty coffee territory in the DMV area
2. Increase traffic on website
3. Maximize Revenue

Metrics

1. Users (New, Returning)
2. Revenue
3. Sessions
4. Conversions
5. CPC, CTR, QS

2020

| Feb | Mar | Apr | May |

Market Research — Feb 10 - Feb 28

User Research — Feb 10 - Feb 28

Setting up Infrastructure — Mar 2 - Mar 12

Analysing Data before Campaign — Mar 13 - Mar 27

Campaign Implementation — Mar 30 - May 8

Continuous Improvement

Tools and Methodologies

Personas

SWOT Analysis Framework

Google Trends

Google Ads

Google Analytics

R, Excel

Personas

Claire, College Student

- Demographics:
  - Age: 18 - 25 years
  - Like Starbucks, Dunkin Donuts for convenience
- Goals:
  - Academic Success
  - Socialize
- Challenges:
  - Balance school and social life
  - Hectic School Schedule

Jerry, Busy Professional

- Demographics:
  - Age: 26 - 40 years
  - Likes travel, specialty coffee, espresso
- Goals:
  - Job Security
  - Personal Image/Reputation
- Challenges:
  - Unable to find specific flavor
  - Time for coffee hobby

Evelyn, Hip Marketer

- Demographics:
  - Age:35 - 54 years
  - Likes yoga, clean eating, dogs
- Goals:
  - Find single origin coffee
  - Learn roasting
- Challenges:
  - Finding local shop
  - Finding fresh roasted beans

SWOT Analysis

Strengths

1. Unique Flavors
2. High Ratings
3. Attractive Website
4. Home Delivery
5. Strong Social Media Following

Weaknesses

1. Limited Sales Area
2. Many Competitors(20 - 25)
3. Cost Disadvantage
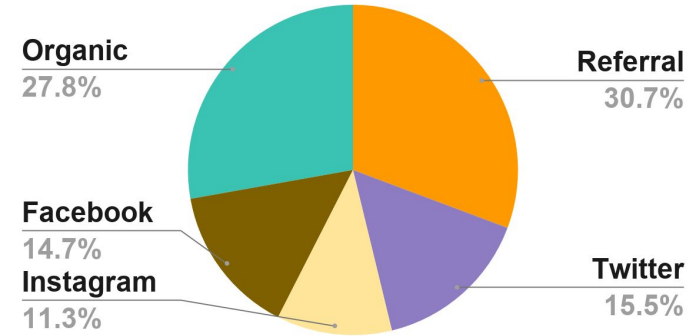4. **Slow Website**
5. **Subpar SEO**

Opportunities

1. **Increase traffic/Revenue from PPC**
2. **Mobile App**
3. Geographic Reach
4. Influencer Marketing

Threats

1. Competitors taking over market share
2. Key segments targeted by competitors
3. Competition with lower cost products
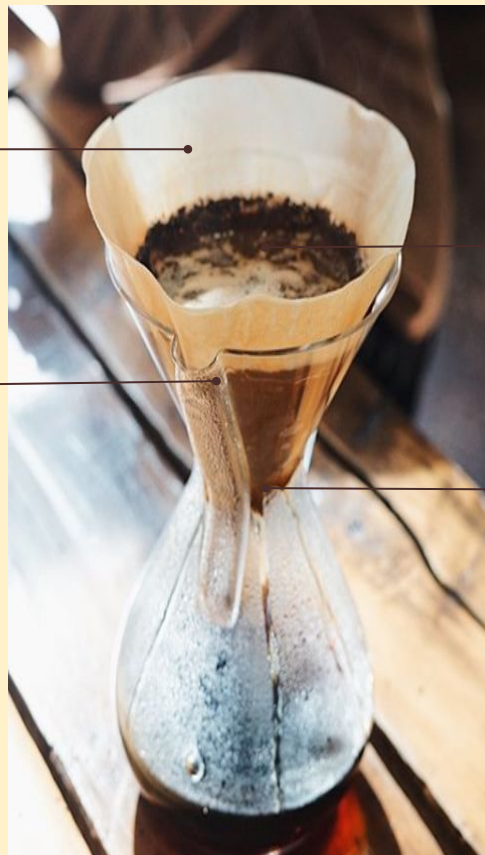
Traffic Sources

Organic 27.8%
Referral 30.7%
Facebook 14.7%
Instagram 11.3%
Twitter 15.5%

Implementation

AWARENESS

INTEREST

DECISION

PURCHASE

	Broad Match	Broad Match Modifier	Exact Match
Creamy	best lemon coffee online	buy+Marzipan+coffee	[colombia la argentina]
Chocolate	espresso coffee online	best+espresso	[espresso mass appeal]
Baked	buy cherries coffee	single+origin+brazil coffee	[brazilian araponga]
Fruity	buy fruity coffee	buy+red+grape+coffee	[tanzania magwila]

Results
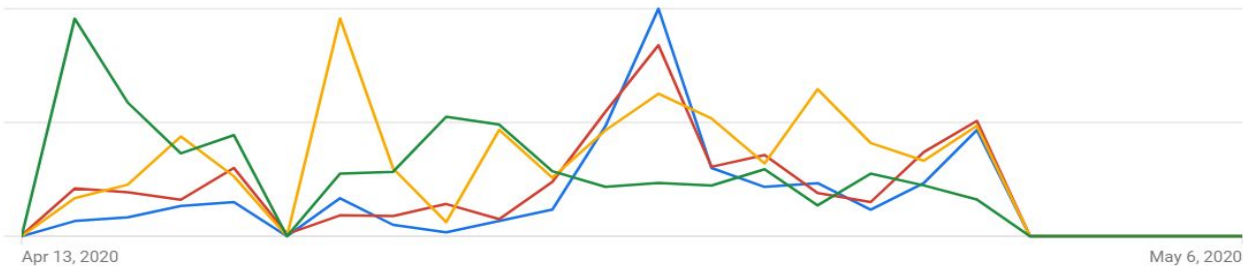
Campaign Performance

Clicks ▼	Impressions ▼	CTR ▼	Avg. CPC ▼	
234	2.87K	8.16%	$0.21	⋮

Apr 13, 2020　　　　　　　　　　　　　　　　　　　　　　　　May 6, 2020

Google Ads: Ad Group ❓	Acquisition					Behavior		Conversions eCommerce ▼		
	Clicks ❓ ↓	Cost ❓	CPC ❓	Users ❓	Sessions ❓	Bounce Rate ❓	Pages / Session ❓	Ecommerce Conversion Rate ❓	Transactions ❓	Revenue ❓
	234	$49.09	$0.21	195	262	19.47%	6.59	8.40%	22	$1,211.15
1. Brand_Awareness	152 (64.96%)	$14.85 (30.25%)	$0.10	129 (66.15%)	177 (67.56%)	18.08%	7.76	10.17%	18 (81.82%)	$945.15 (78.04%)
2. Decaf_Columbia	55 (23.50%)	$19.79 (40.31%)	$0.36	40 (20.51%)	59 (22.52%)	5.08%	5.36	6.78%	4 (18.18%)	$266.00 (21.96%)
3. Cold_Brew	17 (7.26%)	$7.76 (15.81%)	$0.46	17 (8.72%)	17 (6.49%)	88.24%	1.12	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Espresso_Mass_Appeal	10 (4.27%)	$6.69 (13.63%)	$0.67	9 (4.62%)	9 (3.44%)	11.11%	2.11	0.00%	0 (0.00%)	$0.00 (0.00%)

Campaign Performance

	Performance Metrics						Conversions eCommerce ▼		
	Quality Score >= 7	Impressions	Clicks	Avg. CPC	Avg. CTR		Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
Total	40	18638	969	0.262	5.35%		4.79%	49	$2,245.33
Chocolate	4	2866	234	0.21	8.16%		8.40%	22 (44.90%)	$1,211.15 (53.94%)
Creamy	4	3976	189	0.26	4.75%		0.97%	2 (4.08%)	$42.40 (1.89%)
Fruity	8	3213	140	0.35	4.36%		5.06%	12 (24.49%)	$520.98 (23.20%)
Merch	11	4695	215	0.23	4.58%		6.19%	12 (24.49%)	$436.80 (19.45%)
Baked	13	3888	191	0.26	4.91%		0.82%	1 (2.04%)	$34.00 (1.51%)

Campaign Performance

Awareness

New Users: 14.7K (+31.3%)
Sessions: 25k (+17.1%)

Action

Place an order: 1412(+1.29%)
New Subscriptions 1.2k (+71.3%)

Interest

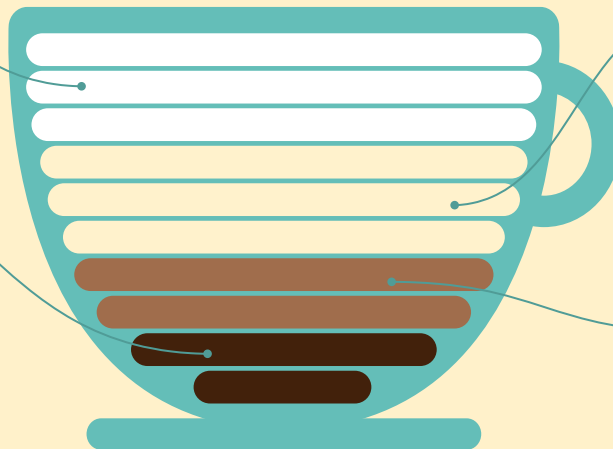Browse Site: 5087(+115%)
Returning Users: 4.8k (+19.9%)

Desire

Add to Cart: 2.3k (+98%)
New Accounts: 195 (+109%)

Key Insights and Recommendations

1. Long tail products are actually profitable.
2. Competing with big coffee companies for keywords needs high QS.
3. Time to run Ads: 6am to 9pm (Max traffic according to analytics)
4. Google Analytics funnel showed a high drop rate at the product catalog pages for some products - improve information availability.
5. Website:
   a. Improving loading speed
   b. SEO
6. Geographic Area
7. Increase broad match keywords in Mass Appeal Category

Reflection

What worked?

- Dividing campaign by flavors of coffee
- Timeline
- Team
- Personas
- ROI - 820%

What didn't work?

- Timeline affected due to infrastructure setup delay
- Broad Match Keywords
- Baked Goods Coffee Campaign - Too many Ad Groups
- Cold Brew - Ad group had high bounce rate

THANK YOU!