



# Google Ads Marketing Project



# BLAZE CHINESE BBQ



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# Agenda

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# Executive Summary

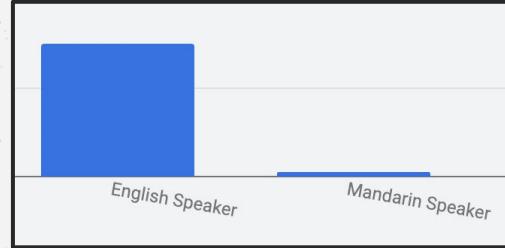


## Campaign Overview

- Ad Groups: Mandarin + English speakers
- 11 days
- Budget: \$45 - \$50
- Keywords

## Key Results

- 126 impressions
- 31 clicks
- 24.6% CTR
- Demographics: male students ages 18 to 24



## What do we recommend?

- Additional keyword research
- Turning ads on during prevalent hours

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## About

Located in Chauncey Hill Mall in West Lafayette

Chinese Cuisine

Instagram, Facebook,  
WeChat



# Client Introduction

## Customer Base

1. Chinese Students
2. Other Students
3. Professors/Instructors
4. Families



## Competitor Analysis

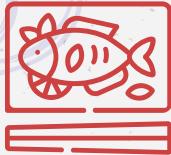
1. Panda Express
2. Lin's Wok
3. Rice Cafe
4. Oishi Restaurant
5. Peppercorns Kitchen
6. China Dragon





# Campaign Overview

Timeline



Cost structure  
and  
budget



Ad assets, Ad  
groups, and  
keywords





# Timeline



April 10th  
Clicks-0  
Cost- \$0

**Start**



**Takeoff**

April 10th-April 13th  
Clicks- 1  
Cost- \$1.17

April 14th-April 18th  
Clicks-25  
Cost-\$38.80

**Flight**



**Landing**

April 19th-April 20th  
Clicks-5  
Cost-\$6.41

April 20th  
Total Clicks-31  
Total Cost-\$46.38

**End**





# Cost structure and Budget



Phases	Date Modified	Maximum Daily Budget	Maximum Cost Per Click
Take Off	4/10/2023	\$3	\$2
Take Off	4/12/2023	\$4	\$3
Flight	4/14/2023	\$8	\$4
Flight	4/17/2023	\$12	\$10
Landing	4/19/2023	\$6	\$5
Landing	4/20/2023	\$4	\$3

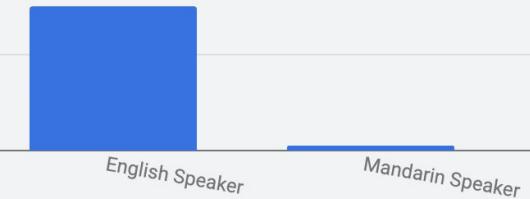
Large increase on April 17th due to low cost clicks and slow growth to reach budget.



# Groups, Assets, Keywords, & Variations



## Ad Groups



English-30 clicks  
Mandarin-1 click  
3 ads/group

## Ad Assets

Sitelink		
<input type="checkbox"/>	<input checked="" type="radio"/>	Order Pick Up Now!
<input type="checkbox"/>	<input checked="" type="radio"/>	Check Out Our Socials!
Call		
<input type="checkbox"/>	<input checked="" type="radio"/>	765-464-6999

Sitelink-11 Clicks  
Call-10 Clicks  
2 Sitelink Ad Assets

## Keywords

	Cost	Clicks
blaze chinese bbq	\$27.08	19
Chinese Food Near Me	\$10.92	7
Chinese BBQ	\$2.97	2
Fried Rice	\$2.90	2
香锅	\$2.51	1

Top 5 keywords  
Mainly from Twitter API and manager's suggestions



# Assets, Groups, Keywords, & Variations

## Continued Ad Variations

### English Ads

Blaze Chinese BBQ | Best Fried Rice In Town | Order Pick Up Now +2 more  
[sites.google.com](#)

We are proud of our American favorites here plus top rated authentic Chinese street food!...  
[View assets details](#)

Blaze Chinese BBQ | Best Chinese Cuisine In Town | Tasty Chinese Style Skewers +1 more  
[sites.google.com](#)

We are proud of our American favorites here plus top rated authentic Chinese street food!...  
[View assets details](#)

Blaze Chinese BBQ | Best Orange Chicken In Town | Order Online +1 more  
[sites.google.com](#)

We are proud of our American favorites here plus top rated authentic Chinese street food!...  
[View assets details](#)

### Mandarin Ads

串吧 Blaze Chinese BBQ | 线上订餐 | 道地中式  
烤串

[sites.google.com](#)  
普渡人气中式料理! 精选菜单、中式烤串、香锅.  
[View assets details](#)

串吧 Blaze Chinese BBQ | 线上点餐 | 道地中式  
料理

[sites.google.com](#)  
普渡人气中式料理! 精选菜单、中式烤串、香锅.  
[View assets details](#)

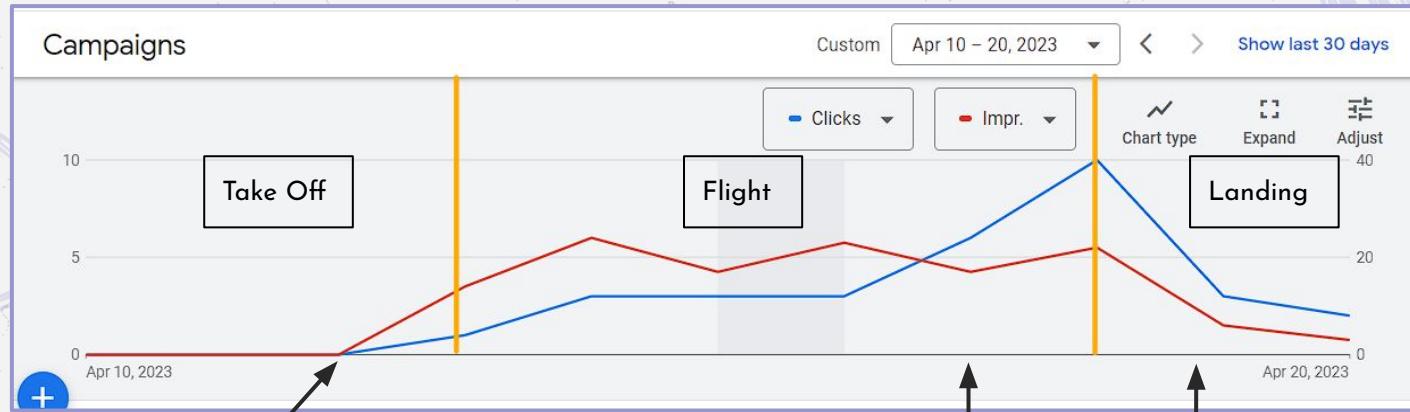
串吧 Blaze Chinese BBQ | 线上点餐 | 学生最爱  
黄焖鸡

[sites.google.com](#)  
普渡人气中式料理! 精选菜单、中式烤串、香锅.  
[View assets details](#)



# Flight Performance

Other Metrics  
CTR: 24.6%  
Avg CPC: \$1.50



Initial Issue:  
Daily Budget & Max  
CPC too low

Successful take off at  
this point

Stable impression during flight  
Clicks remained stable initially, then spiked towards the end

Successful stable landing

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# Conclusion



Conduct further research and analysis on local keywords



Optimize campaign settings (Daily Budget, Max CPC) for better ROI



Implement automatic notifications for easier campaign monitoring.





Thank you  
for listening!



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