

## Client Profile

Our Client, Saint-Gobain India is the world leader in roofing product applications, bringing state of art, sustainable and world class exterior building products along with years of expertise. Founded in United States, the company established its presence in India by acquiring a majority stake in Grindwell Norton in 1996, and thereafter went on to consolidate and strengthen its presence within the country. Today, it is a leader in all its major businesses, has 19 manufacturing sites and about 4,900 employees in India. In 2016, Saint-Gobain registered sales of about Rs.5785 crores. The company has been listed in Fortune Global 500: ranked among the world's top 100 companies.

Saint Gobain India has been marketing its product 'Roofing Shingles' under the brand Certainteed. CertainTeed India is a part of the building products and solutions unit of Saint-Gobain. Headquartered in Bangalore, in the evergreen campus of Saint-Gobain Grindwell Norton Limited. CertainTeed created a vibrant and dynamic nationwide operations network of Sales & technical staff, Dealers and Applicators and well-equipped Warehouses across the country. We are mainly focused on creating an advertisement campaign for [Saint-Gobain's](#) Roofing Shingles product. Roofing Shingles are the most commonly used roofing material in North America, which are now being widely preferred across India. Saint Gobain's Roofing Shingles are fiberglass reinforced, high grade, mineral- stabilized asphalt-based mats which are overlaid with high strength ceramic coated granules. Social Media presence on different platforms:

Facebook: <https://www.facebook.com/CertainTeed/>

Twitter: <https://twitter.com/certainteed?lang=en>

YouTube: [https://www.youtube.com/channel/UCa\\_vuCpl7UoNkZRzgEtE9sQ](https://www.youtube.com/channel/UCa_vuCpl7UoNkZRzgEtE9sQ)

**Strength:** The background of the website is white with appropriate content and more pictures and videos, it also has a static and dynamic call to action which is still present even if you scroll the webpage. **Weakness:** Home page is not very user friendly as you need to scroll down to get more information about the products and services.

## Market Analysis

The company's current and potential customers are mainly high-income people, Architects, Villa Constructors, NRI Investors. The client is mainly focusing on Kerala state as they are well established in other states. They feel that there is a huge demand for their product in Kerala and thus, they intend to generate sales leads. The major competitor for Saint Gobain India is GAF. Unique selling points of the goods/services offered and differentiators from competitors –

Factors	Saint Gobain India	GAF
Warranty period on Shingles	Minimum 20 years	Minimum 5 years
Average Cost	Expensive	Cheaper
Variety	Wider variety of colors	Comparatively fewer variety
Quality	Higher	Comparatively Moderate

When we search for the phrase “Roofing Shingles in Kerala” we could see competitor's sites coming on search results but no ads. Seasonality does not affect the company's business for roofing shingles. Saint Gobain India serves markets all over India, majorly in Delhi, Pune, and Bangalore, so each location must meet different needs and engage differently with their respective communities.

## Proposed AdWords Strategy

**AdWords Marketing Goal and choice of networks:** After having discussion with our client and gathering requirement for the campaign, we could arrive at the conclusion that our client seems to be already thriving in other parts of India. For its new branch functional in Kerala, the supreme goal of the campaign is to boost Saint-Gobain's sales leads for their product roofing shingles, while secondary objective is to increase the brand awareness of their product. Google AdWords would be beneficial to our client's business because it offers feature like demographic

targeting by geography as well as by interest groups. These targeting options can be contributory in expanding the business's customers. Both the Google Search Network (GSN) and Display Network (GDN) are powerful channels to increase awareness and drive sales based on the customer's journey. With a limited budget, AdWords might help us achieve our marketing goals in a cost-effective and efficient manner through the ability to adjust bids while targeting specific audiences. Considering our primary goal of driving sales, we would be most likely investing 90% of the budget on GSN to attract those conducting Branded or Non-Branded searches. 10% of the budget would be allocated to GDN to reach out to customers who may not be actively searching for our product.

**Campaign structure:** In order to achieve predefined goals, we have distinguished 3 different campaigns, each with multiple ad groups. Two of the campaigns are set for Google Search Network while the other campaign is specially dedicated to Google Display Network. We will be using Geotargetting for limiting the ads to be displayed only for our target location Kerala. The table below represents the names and number of campaigns and the Ad-groups and the focus for each campaign.

	Google Search Network		Google Display Network
Campaigns	Branded Campaign	Non-Branded Campaign	Shingles Awareness Campaign
Ad Groups	Saint Gobain Shingles	Roofing Shingles	Roofing Shingles
	Certainteed Shingles	Designs and Patterns	
		Shingles Information	
		Housing Exterior	
Geotargetting	Kerala, India		
-ve Keywords	-rooftop, -[shingles] (exact match), -new'		

We have listed few negative keywords too for our campaign. As [Shingle](#) is also a disease so we have put this word in this list. We will be doing [exact match] for handling this keyword. Apart from this 'rooftop' is also listed out here to cut out the irrelevant display of ads.

GSN campaign has been divided into 2 parts; one will focus on the Natural and Organic searches while the other will focus on non-branded searches. For Branded search, our website is already appearing on first page of the search result. However, we would still be displaying our ads on

that page in order to be a step ahead of our competitors and provide better customer experience as well by providing them a soft call to action to aid in their transaction journey.

Non-branded search is the part which would require more attention and investment. As we already know that the customer would not be specifically looking for us in this case, so displaying an ad here would be beneficial to expose our products to the customer and acquiring new customers. In the case when a customer clicks on an ad, the landing page should be relevant to the customer search and should not disappoint the customer.

**Keyword strategy:** Our strategy here will be to use *long-tail keywords* in order to make our keywords more specific to our product. As our campaign focuses on the marketing of roofing shingles only, so it makes no sense to display ads for other products that our business deals with. We will be referring to the Keyword Planner and Google Trends for keyword suggestions, bidding cost and traffic estimates. A mixture of *broad match*, *+broad +match +modifier*, *“phrase match”*, *[exact match]*, and *-negative match* keywords will be utilized throughout each Ad Group. Negative keywords such as –shingles and –rooftop should help eliminate irrelevant searches for the ads. Below table illustrates keyword strategy for Ad Group “Roofing Shingles” -

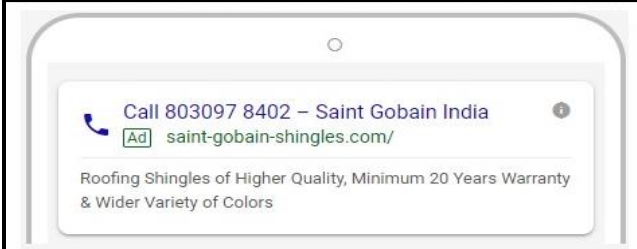
Ad Group	Keyword and Matching Option	Negative Keywords	Targeting Method
Roofing Shingles (GSN)	Roofing Shingles, +roofing +shingles, Roofing Solution, +roofing + solution, +Roofing +Shingles +Kerala etc.	-rooftop, - [shingles]'	Location Targeting (Kerala), Demographic Targeting (Household Income)

We will be using default option for location targeting that allows us to reach people in, searching for, or viewing pages about our targeted location. Also, in order to target wealthier segment of customers, we would take advantage of Household Income option of Demographic Targeting.

**Ad-creation strategy:** Our strategy behind ad-creation would be very straight forward. To effectively reach our potential customers, we aim to make our text ads specific, relevant, attractive and empowering. We will use certain techniques to improve effectiveness of our AdWords (for instance: **Call to action** in ad, use of **Dynamic Keyword Insertion**, short ads, capital letters at the start of each word in ads etc.). We will make use of our **USP (Unique Selling Point)** to showcase our product. We would also like to Include prices, promotions, and

exclusives (if any). Landing page link would be verified properly to present relevant information to the customer. For mobile devices, we will put more creativity by using location extensions and call extensions.

Most important experiment we look forward is to plan multiple ads in each Ad Group with different messages for each ad to see which one performs the best. Further action can be taken accordingly based on the results. Below is a desktop ad and a mobile ad for the 'Roofing Shingles' ad group in the 'Branded Search' campaign –

<p><b>Saint Gobain Roofing Shingles</b>  <b>High Performance Materials</b>  <a href="http://www.saint-gobain-shingles.com">www.saint-gobain-shingles.com</a>          Sustainable. World Class Building Product.          25 years Warranty. Contact US Today!</p>	
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	<p>Saint-Gobain-Shingles          World Leader in Roofing Product Applications          Sustainable and World class exterior building products with years of expertise          Saint Gobain Shingles</p>
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9880171107  
 Call reporting: On  
 Status: Approved  
 This extension is associated with the account and 3 campaigns:  
 Branded Campaign  
 Non-Branded Campaign  
 Shingles Awareness Campaign

**Daily and Weekly budget plans:** As per the overarching goal defined by the client, the majority of the budget (90%) is planned for **GSN** to increase sales leads for roofing shingles. Among the budget allocated to GSN, 80% will be towards “Non-Branded Campaign” and rest 10% is allocated to “Branded Campaign” as we mentioned our client is well known in India and wants to increase its sales leads in Kerala. The **GDN** will be useful in achieving client’s secondary goal and create awareness among the potential customers. A budget allocation of 10% is proposed for the “Shingle Awareness” campaign on the GDN. The GDN offers targeting options for age, gender, and geography. Below is the proposed budget by week and campaign –

Campaigns	Branded Campaign (10%)	Non-Branded Campaign (80%)	Shingles Awareness Campaign (10%)	Total by Week
Week 1 (20%)	\$5 (\$0.71/day)	\$40 (\$5.71/day)	\$5 (\$0.71/day)	<b>\$50.00</b>
Week 2 (30%)	\$7.5 (\$1.07/day)	\$60 (\$8.57/day)	\$7.5 (\$1.07/day)	<b>\$75.00</b>
Week 3 (50%)	\$12.5 (1.79/day)	\$100 (14.28/day)	\$12.5 (1.79/day)	<b>\$125.00</b>
<b>Total by Campaign</b>	<b>\$25.00</b>	<b>\$200.00</b>	<b>\$25.00</b>	<b>\$250.00</b>

**Ad-Serving option:** Each Ad Group will have around 3 to 4 rotating ads. At the beginning, all ads in an Ad Group will have equal preference and we will use the option to rotate the ads evenly (Rotate Option) throughout the day. After receiving some insight, we could discover the best performing ads and those ads would then be refined and tweaked through weeks to increase user interaction. Subsequently, upon accumulation of data during week one, a transition to the optimize for clicks setting will be made. A/B ad testing will also be used throughout each week of the campaign to continually revise and optimize the ads in each Ad Group.

**Keyword Bidding Strategy:** A Manual Bidding strategy will be implemented to provide greater control over the keywords in the Ad Group and ensure the lowest possible cost per click (CPC). Coupled with consistent and relevant keyword choices beginning at the Ad Group level, the goal is to achieve high Quality Scores, lower ad costs, and positively affect Ad Rank, in turn driving a higher click through rate (CTR).

**Goals for impressions, clicks, CPC and CTR:** Saint-Gobain India's main AdWords goal is to increase sales leads for their product Roofing Shingles. The expected CTR as referred from Google's Keyword Planner is 10% for Branded Campaign at an average CPC of \$0.27, resulting in 22 clicks from 210 impressions.

**Proposed success metrics:** Taking into consideration the goal of our campaign, driving sales and increasing awareness, our main KPI metrics would be Impressions and CTR. For our keyword – "Roofing Shingles Kerala", the expected monthly impressions are around 650 leading to 62 clicks i.e. CTR of 9.6% (Source – Google Keyword Planner). The average CPC would amount to 0.31\$. The use of Ad Extensions such as Location, Callout, and Sitelinks may be utilized to increase the click-through-rate (CTR) by increasing ad visibility on the search results page.