**Executive Summary**

**Campaign Overview:**

* Our campaign ran from April 11th to April 29th for 18 days

**Key Results:**

* Facebook, Personal connection, Press release

**Conclusion:**

**Future Recommendations:**

**Industry Component**

**Campaign Overview:**

* Original objectives and KPIs:
  + Primary objective is to **raise awareness on Nomz’s brand** and the **difference between Nomz’s products and other** frozen Asian food products or Asian food delivery cuisines.
    - Raise awareness = increase traffic to the website
  + Secondary goal was to boost company’s sales
  + Generate $300 worth of additional sales through GOMC
  + Impressions: 15,000
  + CTR: 2%
  + Clicks: 300
  + Average CPC $0.83
* Actual results:
  + Changed focus to improving Landing Page Experience through DUX and SEO changes
  + $238 sales generated
  + Impressions: 1,470
  + Clicks: 220
  + CTR: 14.97%
  + Average CPC: $1.04

**Evolution of Campaign Strategy:**

* Adwords campaign shrank to just focusing on the Brand campaign
* Tried Shopping Ads -- towards the end
* Discounts advertised
  + Changed from 10% to 30%
* Decided to incorporate Raffle into Brand campaign
* Product campaign never gained traction and we held on to the hope that it would for too long, resulting in high impression count without clicks, thus ruining our CTR
* Facebook Promotion was very effective
* All other campaigns were ineffective
* Tried “meal subscription/service” campaign
  + Catering towards people searching for a delivery service, as well as people searching for various meal subscription services -- by various, I mean the different variations in the ad groups , such as asian meal subscription.
* Made DUX changes to home page, collections page and individual product pages in hopes of improving Landing Page Experience rating
* Expanded geo target locations from New York County to include charlottesville, then nationwide
* *Added promotional banner on homepage to direct people to search for raffle and participate in raffle.* I’m not sure if google would like this change, because we’re driving organic search visitors to paid search ad visitors just to improve our campaign performance.

**Key Results:**

* Success:
  + Facebook promotion
    - BILL PUT IN NUMBERS
  + Word of mouth and email promotion
    - Reached out to 50+ Uva students moving to NYC
    - Posted on 15+ NYU based college facebook pages
* Failures:
  + “impression leaks” at early phases of campaigns
  + Not releasing raffle and facebook promotion earlier
    - Drive traffic to the site early on
  + Not pausing clickless adgroups/keywords earlier
  + Monitoring could have been more diligent
  + Should have been more active in making changes and experimenting at the start
    - Failure to abandon underperforming ad copies resulted in diluted CTR’s
* Key Results:
  + $238 sales generated
  + Impressions: 1,470
  + Clicks: 220
  + CTR: 14.97%
  + Average CPC: $1.04

**Conclusion:**

**Future Recommendations:**

* Start with one or two campaigns and focus completely on them, ensuring their success before experimenting with other possible campaigns.
* Generate search demand first then launch campaigns
* Switch to Wordpress platform and use SEO plugins like Yost to ensure better Landing Page Experience for keywords
  + This will allow us to optimize and change the website to improve the quality score
* Make sure ad copies, keywords and page contents match user search intent
* Actively use Facebook for promotional efforts, such as raffles
  + Continue to target students moving to NYC in raffles
* Continue press releases
* Align online promotional efforts with local events

**Learning Component**

**Learning Objectives and Outcomes:**

* Had hoped to learn SEO, how to bring about greater traffic to the website, online marketing through different channels, how to use google adwords effectively, how to respond to different adwords performance metrics to optimize campaign performance, how to work in a team to effectively manage a google adwords account.
* Don’t bid on competitive keywords → impression leaks
  + Our exploration campaigns (LIT THEM HERE) generated over half of our impressions while producing only 8 clicks We should have paused these campaigns earlier
* Test rapidly and fail quickly
  + Our coupon did not work at all during the frist week, even after increasing the discount from 10% to 30%.
  + We should have started the raffle promotion earlier, as soon as we realized that the coupon promotion was not effective
* Plan ahead for uncertainty
  + Our press releases were released much later than we had planned for
    - We should have taken this potential lag time into acount and reached out to the press release companies earlier, so as to ensure that the press release occured during the GOMC window
    - Around the time that the press release occured, we did see a jump in impressions and clicks
  + We did not have a backup plan of the same magnitude (bold, outreach strategies)
  + We should have started out by coming up with several backup plans taht we could have gone with if one did not work out.

**Group Dynamics:**

* Different schedules made communication challenging
  + Out of town … job interview
  + Busy / conflicting class schduel
* Original plan
  + We wanted, at first, to have each team member manage one or two ad campaigns completely. But soon figured that there was problems with that. We did not agree on some of the keywords that we would be using on each campaign and how to prevent keywords from competing against each other.
  + However, failed to ././ We also did not set forth a plan on how to manage the entire campaign and thought that we could just figure it out along the way.
* As a result, we had trouble arranging entire group meetings
  + Later on in the campaign as things became more intese and started to becoume discouraged by impression leaks
  + Not all of us were exactly on the same page about the big picture of the campaign. We had a lot of confusion regarding what offline promotional campaigns we were running and the overall strategy of how we wanted to use and optimize ad groups, ad copies, and keywords.
  + Some team members had a better understanding of the best practices of designing adcopies and keywords than others
    - Lack of frequent team meetings prevented team members from being on same level of proficiency
* Mitigated these troubles by using group me, frequent communication here
  + As well as utilizing pre and post class meeting time to get up to speed and make progress on campaign chagnes.
  + By being in a relatively small group wer ewere able to divide up tasks more effectively
  + But because streched so thing, had trouble staying on the same page
* Overall, team became very specialized and contributed equally but in different ways.
  + Google analtycis, FB monitoring, ad copyu modification, and DUX

**Client Dynamics:**

Infrequent communication with the client was one of the primary challenges throughotu this competition. This challenge can be attributed to the fact that 1) the client was based in New York and our team was based in Charlottesville, Virginia, and 2) the client firm is a startup with only two employees (one of which is part-time). As a consequence, we were not able to have in-person meetings with the client and phone conversations were infrequent, as the client was usually only available to call on Friday after 5:00 PM.

To overcome this difficulty, we compensated by increasing our email communication with the client, being sure to emphasize concise and to-the-point emails. However, the client’s response time to these emails was often insufficient, given the dynamic nature of the competition. Because of this slow response time, it became difficult to get feedback on campaign ideas, as well as get approval for major website changes and offline promotions that (when implemented) benefited the client.

Because of these communication limitations, we were limited in the number of meaningful dialogues we could have with the client about the use of Google Analytics and Google AdWords to improve operations. Although the client did learn a great deal about SEO and Google Analytics through our phone conversations and deliverables, we, as a team, believe we could have taught the client more about these tools had we greater access to the client.

**Future Recommendations:**

* Use adwords’ keyword planner tool more to discover keywords that will help with adwords strategy. We have low search traffic on many many keywords..
* Add customer reviews

**CUT**

*Additionally, we recommend that future teams take full advantage of Google’s keyword planner tool to discover potential new keywords for campaigns and ad groups, so as to refine their AdWords strategy.*

*We became familiar with tools like Google Analytics early on by creating various custom goals and custom reports prior to the competition start date. As the competition evolved and we started to actively use these goals and reports, our understanding of Google Analytics expanded significantly. Leveraging these goals and reports enabled us to better understand the demographics of our user base, track the effectiveness of our promotional campaigns (such as number of participants in our promotional raffle), better understand what parts of the client’s website users were entering through (which enabled us to later optimize this page from a Digital User Experience perspective), and allowed us to track the effectiveness of our paid search campaign overall.*

*Various members of our team also became proficient in making website design changes to improve the Digital User Experience, as we made changes to the home and (product) collections pages of the client's website to improve the user experience*.

*We also learned how to incorporate data from the client’s shopify account into Google Analytics, to track hard conversions.*