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|  | COMM 4240  *Electronic Commerce and Web Analytics*  Spring 2016 |

###### GOMC Pre-Campaign Meta-Analysis

Fill in the following table with important information regarding each prior team’s pre-campaign strategy.

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| **Client Names** | Juice Laundry |
| **Client Business Model**  (e.g., e-tailer, content provider, non-profit) | Organic cold pressed micro juicer, sold through online shopify platform and local farmer’s market. |
| **Market Analysis** | Juice Laundry is a premium cold-pressed juice brand that targets customers from two market segments 1) those who purchase juice products for meal and refreshments (primarily 20-40 yrs old), and 2) those who purchase juice products for cleansing and diet purposes. Its customers are primarily women. Geographically, it focuses on central Virginia as its target market, and faces competitions including local competitors such as LUMI and national old press brands sold in Whole Foods Market. It is projected to reach sales of $150,000 - $220,000 in 2014. |
| **Current Marketing** | JL currently uses its website to handle orders, service customers, and provide information about organic juices and cleansing. It also markets through the attendance o local farmer’s market. Other than those channels JL did not perform any other marketing operations. |
| **Campaign Goals**  (KPIs and expected outcomes) | Boost the company’s revenue and promote juice cleansing and its benefits while boosting JL’s brand awareness in both current segment and potential segments such as the vegan community. All campaigns are targeting the Central VA area. The Campaign is projected to generate a revenue of $500 with 100% ROI, 17,000 impressions with CTR of 1.5%, and an average CPC of $.95 |
| **Campaigns**  (quantity, categories, types, etc.) | The JL planned two campaigns for the project. During week 2 the promotion will be extra free juice promotion (buy one get one free), and 20% discount promotion for week 3. The JL will also hand out coupons at local events that offers buy one get one free. |
| **Ad Groups**  (number of ad groups per campaign, relation to market analysis and business model) | 15 Ad groups. Divided into 5 categories (Events, Products, Vegan, Pre-Summer Diet, and Brand Awareness). Events Ad groups are geared towards advertising JL’s presence at two local events; Products Ad groups are geared towards advertising the product JL offers and offer coupons; Vegan Ad groups are geared towards attracting attention from the Vegan community. Pre-Summar Diet categories are geared towards customer education and further promote JL’s products. Brand Awareness are geared towards educating customers about the benefit of cold-pressed juices. |
| **Ad Copy**  (questions, calls to action, dynamic copy, ad copy rotation, etc.) | The group will use 2-3 ad copies for each ad category and dynamic rotations are dependent upon the CPC and CTR of each ad copy, in which poorly performed ads will be removed. |
| **Budget Strategy**  (across campaigns, groups, and over time) | 90% of the budget will be located towards generating sales by providing coupons and appealing to new customer segments, in which half of the budget will be allocated towards the product ad category. 10% will be allocated towards the brand awareness campaign. |
| **Presentation**  (use of tables/figures to illustrate goals, campaigns, actions, etc.) | Used marketing table to illustrate key status quo web metrics. Used a table to illustrated keyword and Ad group selections. Illustration of sample ad groups and a table for budgeting. |