

GROUP 12

Harish Venkatesh
Saradha Ramakrishnan
Shubhechhya Mukherjee
Vishakha Rajput

Northwest Railway Museum



Business Goals



Drive Website Traffic

- Increasing traffic to the website is one of the most effective ways to win new customers



Brand Awareness

- Smartly focused marketing efforts on selected target groups so that budget is efficiently used



Increase Customer Retention and Satisfaction

- Satisfied customers are most likely to visit the website again

Summary of Campaign Performance



- ▶ Website URL- www.trainmuseum.org
- ▶ Goals- Brand Awareness
- ▶ Total Number of Impressions - 55030
- ▶ Total Number of Clicks- 557
- ▶ Wordstream Performance(end of campaign) - 69%
- ▶ Wordstream Performance(midterm) - 71%
- ▶ Budget Spent - \$203.97

Google Ads Account Structure

Birthday Train + Day out with Thomas

Wine Train + Museum Tour

Donations

Birthday Train

Day out with Thomas

Wine Train

Museum Tour

Donations



+Seattle +attractions +tourist attractions +themed birthday party +birthday gift ideas +fun ways to celebrate your birthday +whistle stop birthday party +Thomas the train ride +vacation ideas for kids +Snoqualmie valley trains +steam train rides...

+wine train +train rides near me +railway museum +train museum +wine party ideas +things to do near Seattle +weekend getaways +historic places near me +train rides for adults +historic train rides +Snoqualmie train ride +Snoqualmie train museum..

+Seattle tourist attractions +railroad museum +scenic train rides +rail museum +things to do in Seattle +Snoqualmie valley +historic museum +donate for museum +help museum raise funds +steam train experience...

Best Ad Group

KEYWORD	IMPRESSION	CTR
+seattle attractions	3306	8.11%
+tourist attractions	397	6.80%
+Thomas the train ride	175	5.71%
+birthday gift ideas	145	0.69%

<input type="checkbox"/>		<p>Fun Train Rides Day Out with Thomas Fun Train Parties +5 more</p> <p>trainmuseum.org/Exclusive/TrainRides</p> <p>Experience a fun filled day with your family at the Northwest Railway Museum. Enjoy the...</p> <p>View assets details</p>	Campaign paused	Responsive search ad	63	8,303	0.76%
<input type="checkbox"/>		<p>Day Out With Thomas Big Adventures with Thomas Things to do in Seattle +2 more</p> <p>trainmuseum.org/Thomas/TankEngine</p> <p>Experience a fun filled day with your family and Thomas the Tank Engine. Enjoy the scenic...</p> <p>View assets details</p>	<p>Campaign paused</p> <p>Approved (limited):</p> <p>Event ticket resale ad requirements +1 more</p>	Responsive search ad	283	5,805	4.88%

Campaign Optimizations



Added Affinity Audience

CTR for Affinity Audience – 2.07%
CTR for other audience – 1.01%

Added 6 Callout Extensions

Achieved a CTR of 9.35%

Conclusions and Overall Learning



Customers must be provided with utmost useful information.



The correct audience must be targeted.



Monitoring of account is important to assess trends.



Business goal of the company is the primary objective to be fulfilled by the advertisement.

Thank You

