

### GROUP 12

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# Northwest Railway Museum



#### **Business Goals**



#### Drive Website Traffic

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



• 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...

4/29/2020

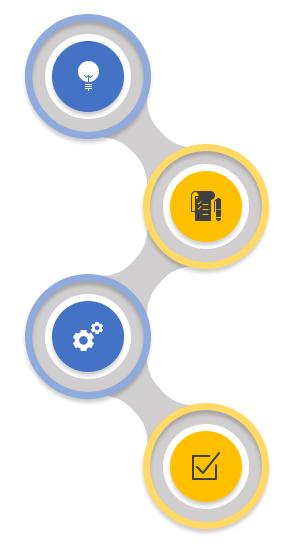
#### **Best Ad Group**

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%

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

4/29/2020

### **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.

4/29/2020

## Thank You

