**AdWords Business Pre-Campaign Strategy Report – Shared.Style**

# Client Overview

**Client Profile:** Shared.Style founder, Ms. Suzy Hastedt, launched her website to help people who need a little style inspiration and also to encourage fashionista showcase their talent by posting fabulous styles. People can search for style ideas and easily purchase items so they can get the look. Also, people get rewarded for uploading their own styles on to the site, thus helping them earn some extra money through affiliate links.

In 2014, Ms. Suzy initially started the company Looks Haute, LLC but three months back, came up with the idea of the website <http://www.shared.style>. It is a virtual site but is located in Dallas, TX. Currently Ms. Suzi is working alone but has employed Motivo Media for web development and management and Open Look Business Solutions for uploading styles. Shared.Style is a place for all people who love fashion. Ms. Suzi conducts monthly contest to drive traffic to the site. She also has social online presence on Facebook, Twitter, Google+ and Instagram. Also Open Look Business Solutions helps in online marketing. This website has two conversion goals - build traffic to the site and generate income by making people purchase items.

**Market Analysis**: The majority of Shared.Style’s customers segment are from middle class or higher. 18-24 years old and 25-35 years old are two dominant age groups for whom the fashion industry caters. Potential customers include those who are interested in fashion. With about 3 members and 15-20 visitors per day, Ms. Suzi expresses the need to reach out to more customers and thus acquire more members.

Shared.Style has a very good market potential. According to Fashionista.com, personal style blogs are a serious business now. Affiliate links allow these websites to make a commission off the products they recommend or feature. As per RewardStyle, industry is expected to drive over $175 million in sales. According to Flaherty, a blogger could be paid anywhere between $2,000 for a small-scale one-off gig to "six figures" for a longer partnership.

Shared.Style competes with different online competitors. Its main competitors are ShopStyle, Instagram service called LikeToKnowIt, Pinterest. Potential competitors include local style shops who offer the same type of service. While the stylist industry in the US is mature, the specific Shared.Style is relatively new.

Historical online spending is not available for this industry. The key characteristics of the Shared.Style are the ease of item purchase and allowing anybody to upload their own styles. Company’s most unique selling point is to let stylists use their own affiliate links if they have them thus allowing them to earn money. The Shared.Style has no certain seasonality, although historically, demand increases during the holidays.

**Current Marketing:** Shared.Style does not currently employ any specific on- or offline promotional activities, such as e-mail campaigns or offline advertising. The primary function of the website is to attract more customers. Shared.Style website has received positive feedback from customers on website design; it can be easily navigated and informative to the users. A possible weakness in the website design could be the fact that the website does not have a lot of content and does not drive enough traffic to attract more customers. According to Google Analytics, the website receives an average of 30 visits per week. In the past, Ms. Suzi tried Facebook PPC advertising but did not see any increase in website traffic. She has also continuously used her monthly contest to attract more customers. Currently, the website is suffering from invisibility such as no Google PageRank and no incoming links. As Shared.Style did not have a **Google Analytics** account until recently, there is little data available on their website traffic although it will be monitored closely throughout the AdWords campaign. In the future, Shared.Style plans to increase its offline marketing through the print media such as posters, flyers, and newspaper ads and through other channels such as local radio ads and monthly newsletter.

**Conclusion:** Shared.Style has many opportunities to capitalize on the unique advantages of Google AdWords. With the careful use of the $250, an AdWords strategy will be developed to drive more traffic to the website. The campaign will direct searches to promote member signup. As a startup organization with a limited marketing budget, Google AdWords is an ideal marketing platform to reach the client’s goals in a cost-effective manner.

# Proposed AdWords Strategy

The primary goal of our online marketing campaign is to drive sales in both volume (number of visitors) and revenue, while the secondary objective is to promote awareness for Shared.Style. To achieve these goals, proposed Google AdWords strategy for Shared.Style includes three campaigns and 15 focused Ad Groups targeted nationally. *Table 1* shows the proposed account structure to highlight Shared.Style’s offerings. Since we are working with limited budget, we will run only Search Network Campaign.

*Table 1: Campaigns, Select Ad Groups and Sample Keywords*

|  |  |  |  |
| --- | --- | --- | --- |
| Campaigns | Shared.Style Awareness | Add New Style | Find a Stylist |
| Ad Groups | Fashion Style  Women Fashion  Seasonal Variation  Men Fashion  Fashion Trends | Style Advertising  Affiliate Business  Website Marketing  Free Affiliate  Earn from Home  Affiliate Network | Shop Styles  Fashion Shopping  Fashion Store  Stylist Online  Stylist Needed  Makeover |
| Sample Keywords | Style, Styles, Fashion, how to style, holiday fashion, retro style, ladies fashion | Advertising style, Affiliate marketing,  Free affiliate | Shop Styles, Shop Style clothing, In style shop, wardrobe makeover |
| Negative Keywords | Celebrity, Magazines | Paid | Used, Secondhand, Rent, Discount |
| Network Type | Search Network | Search Network | Search Network |
| Geo-targeting | USA | USA | USA |

The first campaign, **Shared.Style Awareness**, reaches searchers who are already familiar with Fashion and Style. It will target keywords that generate the most traffic to the website. Due to the traffic associated with these keywords, we expect this campaign to generate the majority of impressions. We will filter extremely broad searches, like “Fashion” and “Style” by using exact negatives at the campaign level. The goal of the proposed **Add New Style** campaign is to encourage visitors to post their own styles thereby increasing member base. Campaign **Find a Stylist** is created to promote style clothing and accessories sale to the users who are looking for stylist.

The **Keyword Tool** will be used to generate a large, yet targeted, keyword list. For each keyword, “phrase” and [exact] matching will be used to attract customers seeking those specific products. Broad match will also be used, but monitored carefully in order to prevent untargeted impressions from accumulating. The **Search Term Report** will be used on a regular basis to identify new search terms with high potential, and those that are irrelevant to the campaign and should be added as negative keywords. The **Traffic**

**Estimator** will be used to evaluate projected cost-per-click (CPC) and amount of clicks for new keywords. Keywords that generate high impressions, with corresponding click-through rates (CTRs) lower than .50% will be dropped. Ad scheduling will be set to show ads all days and hours because these products are niche items that do not follow a search pattern reflective of the time or day of the week. The rotation ad serving option will be used in the first four days of the campaign in order to test the effectiveness of different ad copy. After four days, all campaigns will be switched to the optimize ad serving option to attain a higher CTR with the highest performing ads. To optimize the Return on Ad Spend, all campaigns will start with a smaller budget in the beginning, and will be increased each week. Table 2 displays examples of ad copy for a few Ad Groups.

## Table 2: Sample Google AdWords Ads

|  |  |  |
| --- | --- | --- |
| **Style in Retro**  Attend party in retro theme? Check out Shared.Style for different themes and styles  <http://www.shared.style/search> | **Advertise your style for free**  Are you a fashion-centric? Join our exclusive affiliate program and earn money.  http://www.shared.style/registration | **Looking for wardrobe makeover?**  Be glamorous on your next night out. Find fashion styles now at Shared.Style  http://www.shared.style/find-a-stylist |

Since all the three campaigns are equally important, we will distribute our budget equally among those campaigns. To optimize the Return on Ad Spend, all campaigns will start with a smaller budget in the beginning, and will be increased each week.

## Table 3 shows the proposed budget for each campaign.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Shared.Style Awareness (30%)** | **Add New Style (35%)** | **Find a Stylist (35%)** | **Total** |
| Week 1 (20%) | $15.00  $2.14/day | $17.50  $2.50/day | $17.50  $2.50/day | $50 |
| Week 2 (30%) | $22.50  $3.21/day | $26.25  $3.75/day | $26.25  $3.75/day | $75 |
| Week 3 (50%) | $37.5  $5.35/day | $43.75  $6.25/day | $43.75  $6.25/day | $125 |
| Total | $75.00  $10.70/day | $87.50  $12.50/day | $87.50  $12.50/day | $250 |

In these nationally geo-targeted campaigns, we expect a weekly average of 40 clicks, 5,000 impressions, addition of 1 new style and a CTR of at least 0.5% across the entire Shared.Style. These performance metrics should allow our client to increase traffic and build a client base for the Shared.Style.