

Post-Campaign Report

Executive Summary

Campaign Overview:

Our campaign, named "**Starter CollInt**", started on May 26, 2013 after our AdWords account has been credited with 250\$, and is expected to end on June 14, 2013.

Our main goal was to increase the visibility of **ColintSoft**'s website. We applied our campaign on **Google Search and Display Networks** and we used two main Ad Groups: 'Social Network Data Analysis' and 'Collective Intelligence'.

As this is a very small niche we expected that our rates would be very low.

Key Results:

To sum up, the results of our campaign reflect in many impressions of ColintSoft's website and some traffic visiting and reading its content. It is noticeable that most of the results were achieved through Google Display Network.

Conclusion:

The main goal of the client was to increase the brand awareness of the product and convert leads for business. The brand awareness of the product was successfully increased during the project.

The site did not convert any visiting leads. Therefore, we recommend either changing the sales method to offline sales or changing the site in order to achieve conversion of visiting customers.

Future Online Marketing Recommendations:

Sadly from this encounter we think that online marketing may not be the solution the product needs in order to develop its business at the moment.

Industry Component

Campaign Overview:

Our "Starter ColInt" campaign started on May 26, 2013 after our AdWords account has been credited with 250\$, and is expected to end on June 14, 2013. We have checked our AdWords account on a daily basis during the campaign, and we also used Google Analytics in order to evaluate the performance of the campaign. For example, we have used the following in order to watch the visits in the company's website.

Our goal was to increase the visibility of the company's website and also to generate interest in the ideas and concepts of the brand and in the services that ColintSoft offers. In order to reach these goals, we applied our campaign on **Google Search and Display Networks** and we used two main Ad Groups:

- 1. Collective Intelligence**
- 2. Social Network Data Analysis**

Since we expected that the more fitting leads would come from the "Social Network Data Analysis" Ad Group, the split was 80% – 20%.

As this is a very small niche we expected that our rates would be very low. We expected a low CPC because there is no real competition for these keywords and a VERY low CTR, at best 1%. We also expected that most of the impressions would be in the display network rather than the search network.

The amount of money spent on our campaign is specified in the following chart:

Date [?]	Description	Debits (\$) [?]
Jun 1, 2013 - Jun 13, 2013		\$167.39
Jun 13	Campaign activity: 15 clicks	25.59
Jun 12	Campaign activity: 15 clicks	27.26
Jun 11	Campaign activity: 13 clicks	29.49
Jun 10	Campaign activity: 3 clicks	17.61
Jun 9	Campaign activity: 1 clicks	0.22
Jun 7	Campaign activity: 1 clicks	3.89
Jun 6	Campaign activity: 3 clicks	16.39
Jun 4	Campaign activity: 19 clicks	15.05
Jun 3	Campaign activity: 22 clicks	11.28
Jun 2	Campaign activity: 27 clicks	10.11
Jun 1	Campaign activity: 18 clicks	10.50
May 1, 2013 - May 31, 2013 (Invoice ...201305)		\$59.82
May 31	Campaign activity: 15 clicks	7.38
May 30	Campaign activity: 16 clicks	7.86
May 29	Campaign activity: 18 clicks	11.38
May 28	Campaign activity: 22 clicks	9.70
May 27	Campaign activity: 7 clicks	11.50
May 26	Campaign activity: 10 clicks	12.00

Evolution of Our Campaign Strategy:

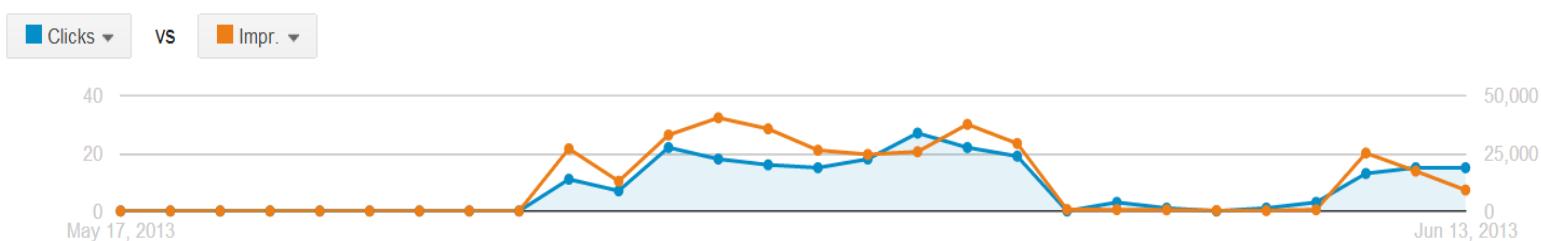
After the first week of our campaign we saw a dramatic difference between our two ad groups, most notably the "collective intelligence" ad group had no clicks and very few impressions so we decided to discontinue this ad group.

Meanwhile, in the "social network data analysis" ad group, there were a few keywords that outperformed the rest but most of our results still came from the display network. As a result, we tried disabling the display network to try to get more targeted impressions and clicks from searches but after the second week, we didn't see a dramatic increase in the impressions and clicks (compared to the display network) so we decided to reactivate the display network and increase our bids on the best performing keywords.

Key Results:

The results of our campaign reflect in many impressions of ColintSoft's website and some traffic visiting and reading its content. It is noticeable that most of the results were achieved through Google Display Network.

Here is a graph that compares the number of clicks to number of impressions through the campaign:



Another interesting chart is the following table that summarizes the results, while referring to the different ad groups and networks:

Ad group	Campaign name	Campaign type	Campaign subtype	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Social Network Data Analysis	Starter Collint	Search & Display Networks	Standard	Eligible	\$6.00	\$5.00	224	345,450	0.06%	\$1.02	\$227.87	1.9
Collective Intelligence	Starter Collint	Search & Display Networks	Standard	Paused	\$0.75	auto	2	820	0.24%	\$0.55	\$1.10	2.5
Total - all but deleted ad groups (in all campaigns)							226	346,270	0.07%	\$1.01	\$228.97	1.9
Total - Search							13	4,101	0.32%	\$4.13	\$53.66	5.0
Total - Display Network							213	342,169	0.06%	\$0.82	\$175.31	1.9
Total - all ad groups							226	346,270	0.07%	\$1.01	\$228.97	1.9

As stated before, all keywords related to collective intelligence did not perform as well as we anticipated.

The most effective keyword we had is "social media analytics" which is not surprising because it was the only "phrase" keyword we used. But surprisingly the exact keyword of "social media monitoring" outperformed our expectations.

Here is a table that shows which keywords got the most traffic:

	Keyword	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
		38 % of Total: 15.90% (239)	2.21 Site Avg: 1.45 (52.69%)	00:02:50 Site Avg: 00:00:49 (247.38%)	44.74% Site Avg: 85.77% (-47.84%)	55.26% Site Avg: 81.59% (-32.27%)
1.	(not provided)	23	2.83	00:03:47	8.70%	39.13%
2.	social media analytics	4	1.25	00:05:03	100.00%	75.00%
3.	http://www.colintsoft.com	2	1.50	00:00:09	100.00%	50.00%
4.	collective intelligence	1	1.00	00:00:00	100.00%	100.00%
5.	free social media analytics	1	1.00	00:00:00	100.00%	100.00%
6.	intelligence collective	1	1.00	00:00:00	100.00%	100.00%
7.	sap social media analytics by netbase	1	1.00	00:00:00	100.00%	100.00%
8.	social media analytics conference germany	1	1.00	00:00:00	100.00%	100.00%
9.	social media analytics journal	1	1.00	00:00:00	100.00%	100.00%
10.	social media analytics software	1	1.00	00:00:00	100.00%	100.00%

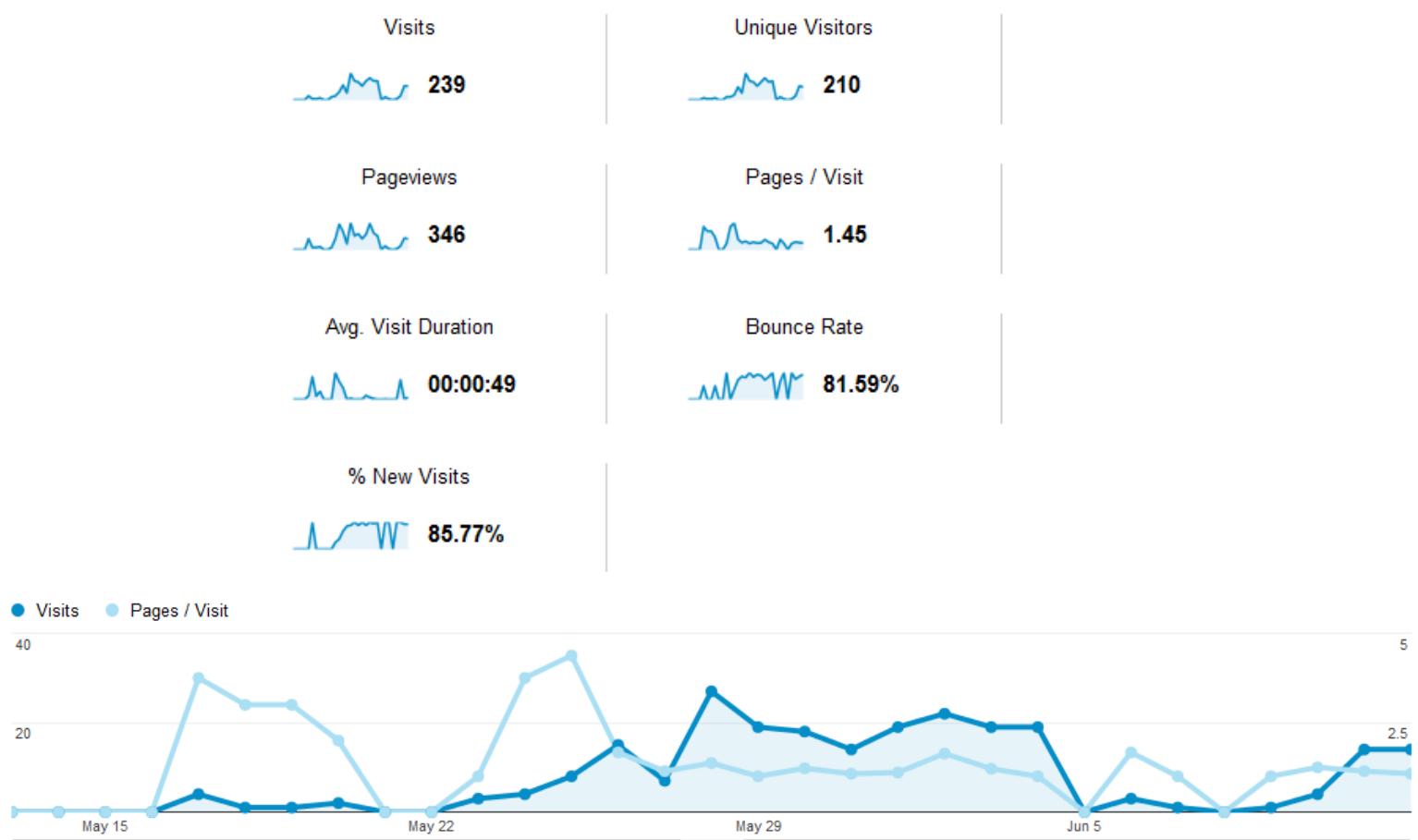
The greatest success we feel that came from this marketing campaign was the increase in the brand awareness of the product, but sadly we did not convert any leads.

Conclusions:

The main goal of the client was to increase the brand awareness of the product and convert leads for business.

The brand awareness of the product was successfully increased during the project. This can be viewed in the Google Analytics and AdWords reports. The site had many impressions and some traffic visiting and reading its content.

One can see the stats of the website throughout the campaign in the following charts:



Almost all the 'pay per click' traffic came from display network and not organic search. While we disabled display network the traffic dropped dramatically to almost nothing. This might be wrong keyword selection or low bids. Changing/Adding new keywords and raising the bids may help achieving more organic search traffic which is higher quality traffic.

The site did not convert any visiting leads. Therefore, we recommend either changing the sales method to offline sales or changing the site in order to achieve conversion of visiting customers.

Future Recommendations:

Sadly from this encounter we think that online marketing may not be the solution the product needs in order to develop its business at the moment.

We believe that face to face b2b is required in order to expand the product's reach, after there will be some brand awareness of the product, online marketing may help increase the growth rate.

If the client decides to continue the 'pay per click' campaign we recommend on changing/adding new keywords, raising the bids and disabling display network campaigns in order to try to achieve better conversion rate.

Learning Component

Learning Objectives and Outcomes:

Our team expected to learn more about the practical aspect of electronic commerce and online marketing, and also to help **ColintSoft** to develop. We learned a lot about the Google AdWords service and about its advantages, and also about the professional terms of the field. We think that the most important outcome from participating in the challenge is the encounter with the world of online marketing and the techniques we have learned. An unexpected outcome from this challenge is the usage of Google Analytics which is a great tool that we can use in other areas too.

Group Dynamics:

The dynamics within the group was great, and we have enjoyed very much the work on the Google Online Marketing Challenge. It was our first encounter with the Google AdWords service, so we had to learn how to use it in order to succeed in our campaign. We had to adjust the time of work on the campaign, considering the study and work constraints of the team members. In addition, the project is part of a course named 'Electronic Commerce' that we are taking this semester, thus we were able to share our campaign experience with the other teams, and vice versa.

Client Dynamics:

The dynamics with the client was very good since the client is one of our team members. Besides of that we were all familiar with the product before the campaign, so we knew the character of it and what goals we should aim for.

Future Recommendations:

In the future we would like to learn more thoroughly about online marketing and its terms and nuances, in order to improve our strategy and also use more advanced tools and features. Specifically, we would like to try the **Google+ Social Media Marketing**

challenge that seems to be very interesting challenge. We think that this experience will contribute to a next effort, in terms of group dynamics and learning experience as well.