

The Pre-Campaign Report

Client Overview

Oriya's drumming workshops is a small business that offers an ethnic drumming (darbuka) workshops combined with psychological and spiritual insights. The business is located in israel, where the main focus and effort is set around the central area of the state. There are no employees except Oriya (the owner), she conducts the workshops and handles all of the business aspects herself, and all of the marketing aspects in particular.

The business is operating since 2008, for five years, a promotional website exists for four years. The website has some strength, such as: It is easy to navigate in it, it is very informative, and has a lot of recommendation from satisfied customers. The website has some weaknesses too: It does not look fully-professional, it is plain with no special features, and does not provide links for relevant videos, [although there are some in existence](#). Please look at <http://www.tifuf.co.il/> for thurethere impression. Other the official website the business has no social media exposure, a few [promotional video in youtube](#). and all of the marketing is done online.

There is no online marketing at the moment, Tifuf.co.il tried using Adwords for a while but stopped with no appreant reason. The website has pagerank of 2. It has a good seo positions for the following hebrew keywords:

תיפוף (Drumming) - 3th position in google.co.il

סדנאות תיפוף (Drumming workshops) - 1th position in google.co.il

סדנת תיפוף (Drumming workshop) - 2th position in google.co.il

The website does not have a lot of traffic, around 10-20 unique visitors a day. Mostly from organic google searches. here is a summary from google analytics:

Audience Overview

Jan 1, 2013 - Jan 31, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly | Day | Week | Month



130 people visited this site



The main events that are targeted can be Corporate Events, Team Building, and school or college events. The relevant market is saturated with potential competition; Numerous types of one-time workshops exist. But each workshop has its unique signature. Furthermore, most workshops are marketed in a similar fashion as our client, techniques like: Word to mouth, social media, Adwords campaigns, and web marketing in general. This almost in grila approach to marketing is a symptom for a lack of maturity of sort that characterises the market. Hence, penetrating the market can be done for the market lacks maturity, but is difficult for the market is saturated.

A workshop consists of two main elements. The first one is music making - group drumming, where everyone can and is involved. The second one is the psychological and spiritual insights that arise from the group interaction. The conductor of the workshops has a bachelor degree in psychology, which give her the tool to invoke such insights from the participants. The unique combination of the two can provide a powerful and meaningful experience. And so, provide some kind of unique selling point for a workshop, in relation to its competition.

To conclude, An AdWords Campaign should align easily with the client's business. For all of her marketing jus far was done using Google provided tools, no other online advertising and offline promotion tools where used. Hence this current campaign should be easily introduced to enhance and complement all previous efforts. Furthermore, the client's business is nationally based, so marketing via the web suits it perfectly. Hopefully we can provide her a good service by differentiating her from the vicious competition.

Proposed AdWords Strategy

Our proposed strategy will be based on getting more leads (name and phone number) from Tifuf.co.il contact form. We have google analytics installed on the website and we set form submissions as a goals. so we can track the efficiency of our campaigns and focus on the one than has the highest ROI. We focus on three different market

segments in Tifuf.co.il that we would like to approach:

1. Drumming workshops for Corporate Events and team building days
2. Drumming workshops for Bar Mitzvah (jewish twelve birthday ritual)
3. Drumming workshops for people who are interest especially in drumming Workshops or drummers circle.

We will divide the campaign to three different ad groups based on the market segments mentioned above, each ad group will be targeted with relevant keywords. and the ads on each ad group will lead to a relevant landing page created specially for this campaign on Tifuf.co.il.

We did not find a need to use negative keywords for this campaign. The campaign will be geo-targeted to Israel only. The campaign will run on only on Google Search Network because we believe that in this case it will result better ROI - we believe that people will be more interested ordering drumming workshops while they are in the process of looking for a specific workshop/attraction for their event.

The following table summarizes the ad groups we and ads have created, the campaign will be in hebrew but the keywords are translated to english for this pre pre-campaign report:

Ad Group	Keywords	Ads
Corporate Events	Workshops for employees, Corporate events, Seminars for companies, Team building	<p>מחפש פעילות גיבוש לעובדים סדנת תיפוף ייחודית, לגיבוש הצוות מותאמת במיוחד לימי גיבוש לעובדים tifuf.co.il</p> <p>פעילות מיוחדת ליום גיבוש מנהל, מחפש פעילות מיוחדת לעובדים? סדנת תיפוף מדהימה, חוייה לעובדים tifuf.co.il</p>
Bat mitzvah	Bat Mitzvah party ideas, Attractions for Bat Mitzvah, Seminars for Bat Mitzvah.	<p>מחפשים רעיונות לבת מצווה? מעגל מתופפים מדהים לבת מצווה לחצו עכשיו וצפו בסרטון לדוגמא tifuf.co.il</p> <p>סדנת תיפוף לבת מצווה מחפשים אטרקציה ייחודית לבת מצווה? חוייה מדהימה לבת במצווה בלתי נשכחת! tifuf.co.il</p>
Drumming Workshops	Workshops, Drum circles, Drum Workshops	<p>מחפשים סדנת תיפוף? סדנת תיפוף ייחודית וחוויתית פעילות כיפית ובלתי נשכחת tifuf.co.il</p> <p>מחפשים מעגל מתופפים? סדנת תיפוף ייחודית וחוויתית פעילות כיפית ובלתי נשכחת מעגל_מתופפים/tifuf.co.il</p>

The campaign will run for three weeks, not for the whole week but from Sunday-thursday every week. Because a lot of the people in the targeted audience keep the Jewish tradition and avoid working on weekends (Shabbat). Therefore they are less likely to submit the contact form during the weekend.

In conclusion, during the three weeks the campaign will be running it will be active for 15 days, the budget for the campaign will be distributed equally for each day resulting a budget of 17\$ per day and 85\$ per week.

Here are our daily estimations for bids, impression, CPC, clicks, and CTR. using Google AdWords "Traffic Estimator" tool:

	<u>Corporate Events</u>	<u>Bat mitzvah</u>	<u>drumming Workshops</u>
Max Bid Per click	0.8\$	0.8\$	1\$
Daily Impressions	166 - 203	478 - 584	421 - 515
Average CPC	0.20\$	0.20\$	0.55\$
Daily Clicks	8-9	20-25	13 - 16
CTR	3.9%	4.1%	4.2%

This campaign is ROI-focused and action-oriented. we would like to use Adwords to achieve more **contact form submissions**, and **more direct phone calls** from people who clicked the adwords ads, then landed on the landing page in Tifuf.co.il and are now interested to order a drumming workshop for their event.