



POST CAMPAIGN REPORT

Executive Summary

Campaign Overview

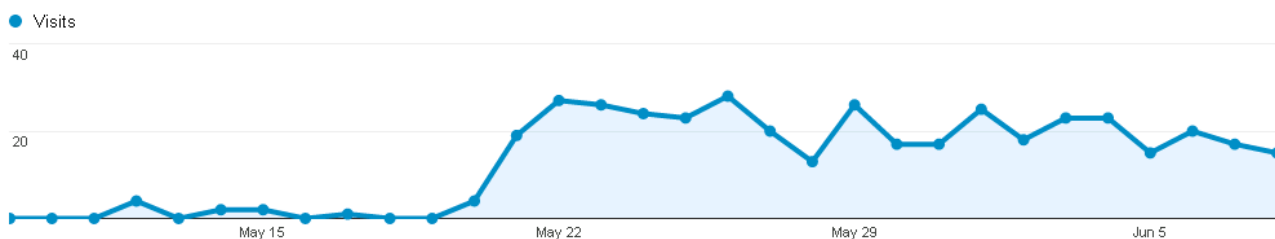
The AdWords campaign for Jaffa Sea Scouts lasted 21 days (19/5-9/6) and cost \$250.34.

The major goal of the following campaign was to increase the exposure of the organization among young people and their parents. The second goal was to increase the amount of members and volunteers who are registered to tribe. Moreover, a number of visitors in the organization's website and phone-calls were monitored.

We created 3 AdGroups for different kinds of audience with a total of 50 keywords.

Key Results

A website was established for the organization and was viewed by 409 distinct visitors.



We reported 194,294 impressions, 458 clicks, CTR of 0.24%, Avg. CPC of 0.55\$.

AdGroup	Impressions	Clicks	CTR	Avg. CPC
Parents	125,345	382	0.30%	0.57\$
Sailing	46,567	49	0.11%	0.50\$
Youth	22,382	27	0.12%	0.28\$

Conclusion

Basing on the gained experience we can state that there is no universal structure of AdWords campaign. It should be always adjusted to the organization and audience's characteristics and on the fly changes (Adding keywords, Max CPC etc.) according to trends of best performing keywords.

We also concluded that our client should focus his advertisement on a major type of audience. The parents AdGroup excelled in all parameters and key metrics with a wide margin comparing to the rest AdGroups.

Future Online Marketing Recommendations

According to our conclusion we would recommend to improve the website in a few manners:

- Add more content about the daily activity in the tribe (photos, videos etc.)
- Create a new section dedicated for parents to encourage communication with potential customers. (Forum, FAQ etc.)
- Provide special offers for customers that are registering directly from the website.
- Posting all special and daily events occurring in the tribe.



Industry Component

Campaign Overview

The major goal of the campaign was to increase brand awareness and familiarizing it to teenagers and their parents. However, increase in amount of members and volunteers who are registered to tribe were also very important objective.

In order to persuade potential customers to volunteer and register, we developed a new website (instead of a Facebook page) to introduce Jaffa sea scouts and its activities.

First goal was measured by using the Google Analytics system, to summarize users' behavior in the new website and counting the amount of traffic.

Second goal was measured by number of phone calls, emails and Facebook fans, which were all published in the website.

Initially we expected (using the traffic estimator) to get 44 clicks on average per day with a budget of 12\$ a day and top pay around the 0.40\$ per click.

Our campaign was scheduled to begin in the 19/5 and to be ended by the 9/6 or by lack of funds. It lasted 21 days, during this time we were reacting in response to the campaign performance and modifying proactively our pre-campaign assumptions. (Adding new keywords, eliminating low performance keyword etc.)

Based on the data from Analytics and campaign statistics we decided to focus on parents AdGroup as the most effective one.

The following graphs shows the amount of clicks VS the average cost per click

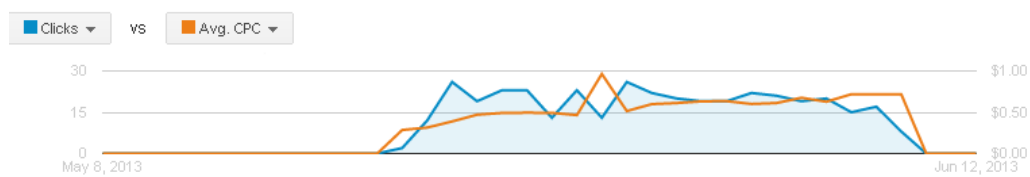


Figure 1 - Parents AdGroup (Total Cost: 218.60\$, Avg Pos: 3.4)

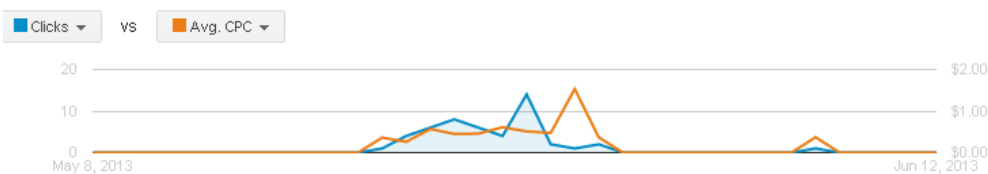


Figure2 - Sailing AdGroup (Total Cost:24.28\$, Avg Pos: 4.9)

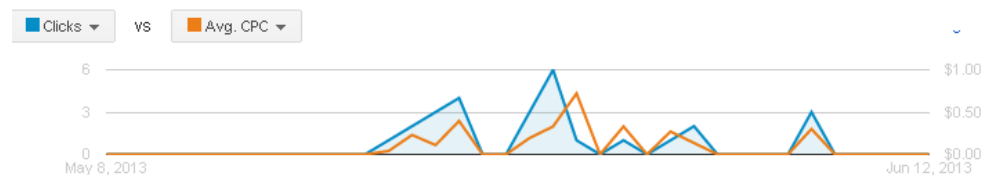


Figure 3 - Youth AdGroup (Total Cost: 7.46\$, Avg Pos: 4.0)



The operational goal was to establish the best possible balance between maximizing CTR and minimizing CPC. At some points we were ready to sacrifice those statistics to increase the level of impressions as a try to introduce Jaffa sea scouts to many parents and teenagers as possible. The switch to usage of phrase and exact match (as better controllable), a landing page as well and persistent campaign monitoring allowed us to try to achieve our camping goals. Nevertheless, our campaign didn't meet our goals' expectations.

Evolution of campaign strategy

The evolution of the campaign strategy can be summarized into n major changes:

- At the first two days of the campaign we noticed that we were really far from reaching our expectations. We decided to come up with 13 new keywords distributed to the 3 different AdGroups. After this change we got closer to our expectations. In addition, more statistics started to log in the system which helped us to analyze more accurate further changes.
- We also tried to convert some of our keywords to exact match in order to pay less for popular keywords and earn more clicks. It is important to mention that our phrases and keywords were all in Hebrew which gave us the freedom to look for plural and single forms of different phrases. Eventually, this change didn't bring us major improvement in the campaign performance.
- As statistics data came up, we identified the Parents AdGroup as a potential for best performance AdGroup. We decided to focus in this AdGroup and we changed the Max CPC of this group around 0.7\$, and we also changed specific keywords' Max CPC, as we analyzed them as key performance keywords.

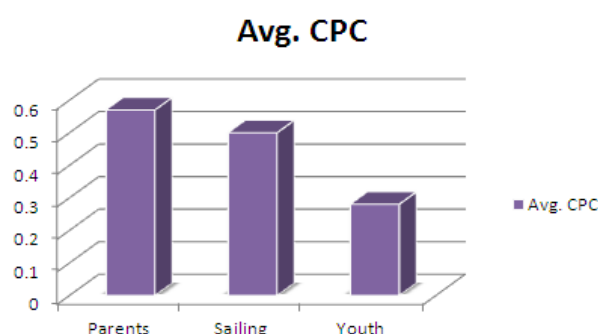
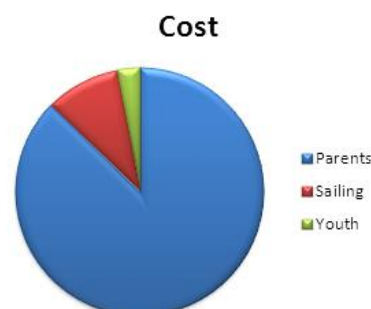
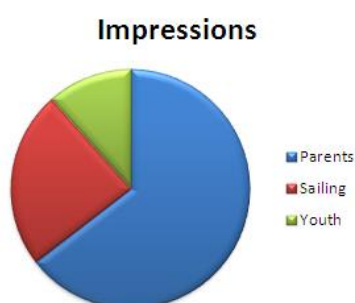
That change led to increase the clicks per day, and impressions cause the average position increased respectively.

Key Results

Our campaign didn't perform as our expectations. Our client didn't get phone calls or e-mails related to the advertisements, but it was definitely a huge leapfrog in our client's digital exposure.

Total Campaign

<u>Clicks</u>	<u>Impr.</u>	<u>CTR</u>	<u>Avg. CPC</u>	<u>Cost</u>	<u>Avg Pos.</u>
458	194,294	0.24%	\$0.55	\$250.34	3.8





Parents

This AdGroup was intended for parents who are looking for activities on a regular basis to their kids.

<u>Clicks</u>	<u>Impr.</u>	<u>CTR</u>	<u>Avg. CPC</u>	<u>Cost</u>	<u>Avg Pos.</u>
382	125,345	0.30%	\$0.57	\$218.60	3.4

Sailing

This AdGroup was intended for teenagers (and adults) who wants to acquire knowledge and skills on sailing.

<u>Clicks</u>	<u>Impr.</u>	<u>CTR</u>	<u>Avg. CPC</u>	<u>Cost</u>	<u>Avg Pos.</u>
49	46,567	0.11%	\$0.50	\$24.28	4.9

Youth

This AdGroup was intended for teenagers who are looking for youth group to be in, in addition to an afternoon activity.

<u>Clicks</u>	<u>Impr.</u>	<u>CTR</u>	<u>Avg. CPC</u>	<u>Cost</u>	<u>Avg Pos.</u>
27	22,382	0.12%	\$0.28	\$7.46	4.0

Conclusions

Over the campaign we were experimenting and searching for best practices. We tried to make adaptations to achieve our client's goals for this campaign. We also tried to integrate our clients' in the process of the advertisement, to understand his needs and provide more commercial campaign. It is important to mention that the digital media world is new to our client, which was hard for him to focus his needs from the campaign.

In addition, Jaffa Sea Scouts is a voluntary organization which in its basic nature harder to advertise. The campaign was targeted to Israel in the Hebrew language which tremendously decreased the amount of exposed audience.

Therefore it is hard to determine whether this campaign was a success or not, but it was a taste for our client to recognize the advantage of the digital media world and its opportunities. In the manner of the raw data of this campaign we didn't meet our expectations we initially provided.

Further Recommendations

As the campaign ended, we summarized immediate actions the client should take for future campaigns:

- Add more content about the daily activity in the tribe (photos, videos etc.)
- Create a new section dedicated for parents to encourage communication with potential customers. (Forum, FAQ etc.)
- Provide special offers for customers that are registering directly from the website.
- Posting all special and daily events occurring in the tribe.



Learning Component

Learning Objectives

For each group member participation in GOMC was tremendously valuable experience. The group hoped to get familiar with the online marketing world in general, and with Google AdWords and Analytics systems in particular. The group is currently taking an Online Trade course which introduces the theories behind online trade systems. The challenge was a great platform to put our hands on a real system that implements those theories. Our learning expectations correlated with the GOMC learning objectives. The course syllabus covered most of the learning objectives introduced by the challenge and gave actual meaning to all concepts introduced in class.

Group Dynamics

The major challenge the group faced in was to be flexible. We learned that the online marketing world is frequently changing and following the original plan doesn't always lead to the best outcome. We overcome this challenge by making adaptations based on runtime statistics.

In terms of outcomes from working as a group, we expected that each group member will have the opportunity to explore the Google AdWords system and suggest new changes to improve our campaign performance. An unexpected outcome was a natural tasks division between the group members, some of the group members were in charge of daily-monitoring the campaign, while other members were in charge of communication with the client.

Client Dynamics

Working with our client proved to be challenging. The website we developed before the campaign started was lacking in content due to late arrival of rich one from the client. The lack of collaboration can be explained by the fact that our client is a small philanthropy organization with only few employees. Despite all this, we believe that the campaign caused our client's organization larger exposure than before, and we are sure that the amount of people who are now aware to its activities was increased.

Future recommendations

During the campaign, we found out that the quality of the client's webpage has much more influence on the location of our ad than we thought. Therefore, what we would do differently is to make sure before that campaign starts that our client's website indeed contains a varied, useful, relevant information and best performance landing pages.

In addition, we were exposed only to small range of features and options in the Google AdWords system, In a future perspective it will be smarter to explore all the variety of features and mechanisms Google AdWords offers.

We discovered that separating campaigns into Search Network and Display Network, can lead to better outcome. By this separation we can efficiently focus the budget on the likely network to get traffic from, and earn more valuable traffic.