



PRE CAMPAIGN REPORT

Client overview

Client Profile

The name of the organization is "Jaffa Sea Scouts". The organization is part of the Israeli sea scouts, Subgroup of the Israeli scouts in general. It is located in the old Jaffa, nearby the northern port.

As a result of its unique location, the children who participate in the activities are both Jews and Arabs. This tribe (troop) is the only one in Israel which fully combines in its activities children from both religions. This wasn't an intended goal-but an organic process, and guides are trying to encourage it both with the children and with their parents.

The tribe exists for 57 years. There are 25 guides in the tribe- boys and girls who were once apprentices themselves, and in the 10th grade can choose to become guides of a new group of young apprentices. Apart from the guides, there are 3 more employees, which are mainly in charge on maintenance of the boats, and managing the activities

Market Analysis

The potential customers of our client are children from 5th grade to 10th grade. After the 10th grade they can choose to become guides for younger children. The customers are mainly residents of Tel-Aviv and Jaffa, but there are some exceptions. As for today, there are 200 teenagers who participate in the activities and 100 more who participate in a unique project called "Ogen Lachaim" (in a free translation- An Anchor for Life) which will be described later.

Another group of potential customers are the parents of children described above. The parents are a good channel for Jaffa Sea Scouts to distribute the agenda of the tribe.

The services that the tribe offers are social activities which mainly focus on learning sail capabilities. Every Tuesday and Saturday there is a two and half hour activity, which all takes place on a boat: the children are divided into groups in the beginning of the year, and each group has its boat. The group is in charge on preparing the boat for sail, and then the children and their guide start sailing for the next 2.5 hours. During the sailing, the children experience different kinds of social activities which are organized by the guide, and are all related in some manner to the sea and the boat .

Apart from the activities, the children are encouraged to come on a daily basis to the tribe and maintain their boats. They can also do their homework there, and are "rewarded" with Kayaking and Surfboarding.

One unique project that that the tribe is involved with, is a project called "An Anchor for Life" (more information can be found here: <http://anchorforlife.org/en/>). In this project, youth at risk (children who are about to drop from school or already dropped), are encouraged to return to normal life by sailing activities. The responsibility of sailing a boat,



along with the good influence of the guides, results amazing changes in those children behavior.

Our analysis for the client's competitors:

- Other sea scouts tribe as Tel Aviv Sea Scout
- Regular scouts

None of those combines both the sailing aspect and the social diversity aspect that our client provides.

As for seasonality, our client's activity is based on sailing the open sea which is safest in the summer. In the winter the activities are similar to the regular scouts' activities.

Furthermore, the Israeli winter is short and lacking precipitation.

As summer vacation approaches, the tribe offers some intensive activities for its member and new members.

Current Marketing

As for advertising, up until now there wasn't any website for the tribe- only a Facebook page. Advertising is done by going to the nearby schools and tell the children about the tribe. We have created a web page for the client.

The URL of the website is: <https://sites.google.com/site/yafoseascouts/>

The AdWords campaign aligns with the client's business by encouraging teenagers and children to register to the sea scouts and distribute the tribe's values and agenda.

The AdWords campaign also provides a great platform for the tribe to advertise itself over the web. As discussed above, the only method of advertising is manually and based on word of mouth.

Proposed AdWords Strategy

We have decided to divide advertisements into 3 AdGroups. Each AdGroup represent a different target audience, and can help our client to analyze how to invest his resources of advertise in the future.

- Sailing – This AdGroup is intended for teenagers (and adults) who wants to acquire knowledge and skills on sailing.
- Youth- This AdGroup is intended for teenagers who are looking for youth group to be in, in addition to an afternoon activity.
- Parents- This AdGroup is intended for parents who are looking for activities on a regular basis to their kids.

In few months children will start their two months-summer vacation, and many parents are looking for plans and activities for their children for the summer duration. It is a great opportunity to expose the parents for the activities of our client, so that the parents will send their children in the summer to the tribe, and then naturally the children will stay in the tribe for the rest of the year (and hopefully for the next years also).



AdGroup	Keywords	AdCopy
Sailing	שייט, סירה, ים, לימודי שייט (Translation: Sailing, Boat, Sea, Learn to sail)	לימודי השטת סירות לנוער sites.google.com/site/yafoseascouts בוא לצופי ים יפו ותשלב תנועת נוער עם רכישת יכולות שייט
Youth	חונכות, נוער, נוער בסיכון, קיץ 2013, תנועת נוער, צופים (Translation: Mentoring, Youth, Youth at risk, Summer 2013, Scouts)	צופי ים יפו sites.google.com/site/yafoseascouts בוא בקיץ להדריך, להשיט סירות, ולרכוש את ערכי תנועות הנוער
Parents	קייטנות, קייטנה, פעילות לילדים, פעילויות לילדים (Translation: Summer Camps, Activities for kids)	מחפשים פעילות לילדים? sites.google.com/site/yafoseascouts בואו ללמוד להשיט סירה! שייט, קיאקים, גלישה וגיבוש בים הפתוח

Initially, the 250\$ worth of credits will be divided evenly for the 21-days campaign period. On the first week we will spend the daily budget evenly between the AdGroups, and then we will analyze the results, and will decide how to re-divide the daily budget according to the client feedback.

According to the Traffic Estimator of Google, we expect to get 44 clicks on average per day with a budget of 12\$ a day and a maximum CPC of 0.40\$. This max CPC will maximize the amount of clicks with 12\$ daily-budget. A 12\$ daily budget seems to be reasonable because in a daily budget of 20\$ for example and a max CPC of 0.39\$ we will get only 51 clicks on average per day. That means that for 8\$ we got an addition of only 7 clicks on average.

The first week will be used also to test all our ads. By the second week, ads with low CTR's will be eliminated, and the budget will be used to promote well-performing ads.

Google Analytics will help us track customers' behavior on the site. Using the data from this, we can optimize the landing page, and improve the social network pages.

The technology side of our client is still rising; therefore most of communication with customers is done by phone. We will be in touch with the client to collect information about the incoming calls and new members.