Pre-Campaign Report

Client Overview

Client Profile:

ColintSoft, located in Herzliya Pituah, Israel, is a brand new company of two employees, which offers Collective Intelligence gathering software since 2012. The company launched its website (http://www.colintsoft.com/) three months ago. ColintSoft's personnel include one content writer who is in charge of all the content in the company's website and one web developer who is in charge of developing the company's website using wordpress CMS.

The software scours the social media and accumulates posts, comments, etc. that include keywords of interest. All this data is then filtered and crunched to produce interesting statistics, and then it is all displayed graphically, showing the true public opinion using their words, giving in depth insight into public minds. ColintSoft offers several products for viewing the data including mobile application and site add-ons.

The company is looking forward to expand its online marketing in order to reach potential customers.

Market Analysis:

Currently there are no customers, but these products can suit many types of business owners that own websites. ColintSoft can be used to provide additional info, letting the customer of that site make a more informed decision about their purchase (in case of a online store), or can show off that brands popularity or what others think of this brand. The company identified that their products can be used years long.

There are a few companies that create in depth reports for brands about their "footprint" in the social media world but currently this information is for the brands and not for end users. These companies can be a potential competitor in addition to the social networks themselves but ColintSoft would guess they can get better info just from their network and not their competitors.

The social media market is mature and saturated but the analytics of this growing source of information is very young and currently there are very few companies in this field (except for the social networks themselves).

The only money spent on the site is the hosting costs and as it is run by developers, while it was free to develop and design.

Recently the company launched their first unique online tool for websites which enhances their website with analyzed info from social networks.

Current Marketing:

At the moment the ColintSoft's marketing is based only on SEO and word-of-mouth.

Currently there is a website showcasing the different products ColintSoft has to offer, with live examples and an option for a free demo to add to a potential customer's site. The site also includes a contact form in with to leave leads.

The company's website is well designed and easy to use showcasing the products in an interactive way, but the downside is no online order forms and payment options as this is a new company and the products are not priced yet, in addition the pricing will change according to the customers' requirements.

ColintSoft's website has 13 unique visitors and 1 organic search, but the company plans to expand its online marketing and increase those stats substantially.

Conclusion:

We believe that the AdWords campaign will help boosting the business of ColintSoft and will increase the visibility of the company's website. In addition, ColintSoft is a fresh company engaged in a fast-growing field, so the campaign suits the character of the company.

Proposed AdWords Strategy

We would like 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 our campaign strategy will run mainly on **Google Search and Display Networks** and will focus on two main Ad Groups:

	Collective Intelligence	**Social Network Data Analysis**
Focuses on:	The need for a collective intelligence source, from a wide range of unique people.	Analyzing data from many unique people and crunching the data.
Keywords:	[collective intelligence], [collective intelligence in action], [harnessing collective intelligence]	[social media monitoring], [social media monitoring tools], [social media analysis], [social media analytics tools], [social media marketing tools], [social media tracking], [social media monitoring tool], "social media analytics"
Text example:	**ColintSoft - Collective Intelligence gathering software, collecting and crunching data from millions of social media posts.**	**ColintSoft - Social Media Monitoring Software that scours the social networks for posts that answer your needs.**
Geo-targeting:	Mainly large countries with a thriving Hi-Tech industry such as: Israel, USA, Japan and South Korea.	

Since we believe that the more fitting leads will come from the "Social Network Data Analysis" Ad Group, the split will be 80% − 20%.

For the first week we will put a budget of 60$ in order to watch how the traffic is flowing and see which keywords' traffic meets our requirements. After the first week, we will tune the keywords' priorities and we will put 80$ of the budget for the second week. Then, when we will have a good idea of which keywords work best, we will use the remaining 110$ on the top few performing keywords in order to get the best leads we can.

We believe that **textual ads** will fit the product very well, so we will use them. Moreover, we would like to manually bid on the keywords, as even the slightest change in the word can result in an entirely different meaning, in this type of industry, so we want to control and fine tune which keywords we are using and how we use them.

As this is a very small niche we believe that our rates will be very low. We are expecting a low CPC because there is no real competition for these keywords and a VERY low CTR, at best 1%.

Eventually, in case we will generate a few leads that leave information on the website and a callback, the campaign will be considered as a success, as the company's products will be sold on a subscription basis.