



Client Report

Aly Hansen

Rebecca B.

Jada B.

Colton J.

Emily T.

Executive Summary

When we started working with Choosing Wild, we discussed what goals they have for their business and created our Google Ads campaign based around that. They expressed that they wanted to increase lead generation through contact form submissions, as well as increase downloads of their new e-book. As a result, we determined that the primary goal of our Google Ads campaign would be to increase brand awareness for Choosing Wild, which would lead to increased bookings in the future. We created two unique ad groups to help us accomplish this goal. We made one ad group focused on lead generation, and one ad group focused on e-book downloads. After launching the ad campaign, we tracked the results of each ad group to analyze the outcomes.

The “Leads” ad group sent interested users to a landing page on Choosing Wild’s website, which had a short description of their business and a contact form. After spending \$93.84 in 21 days, which was slightly under our allotted \$100 budget, this ad group received 44 clicks and an average CPC of \$2.13 (Exhibit 1).

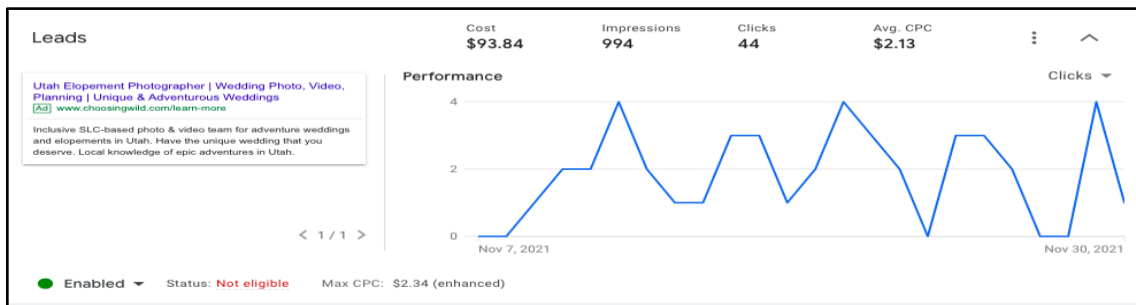


Exhibit 1

The “E-Book Promo” ad group sent users to a landing page on Choosing Wild’s website, where they could read an overview of the free e-book and download it. This ad group was more successful, receiving 62 clicks and an average CPC of \$1.92 (Exhibit 2). While the overall cost was slightly higher for this ad group, the low CPC meant that it received a lot of visibility and clicks.

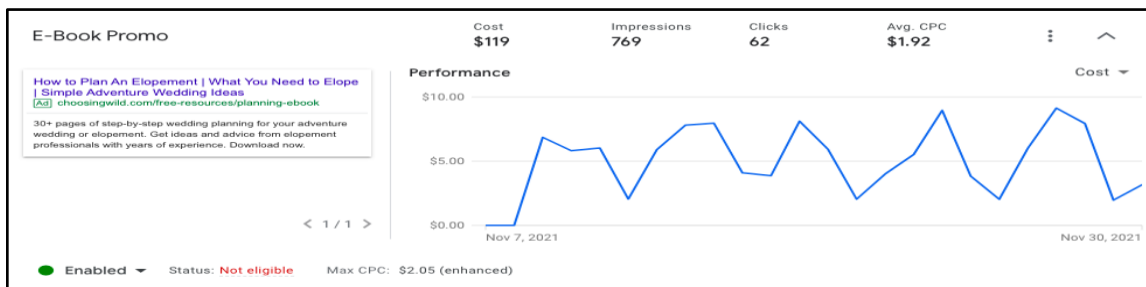


Exhibit 2

Overall, we feel that both ad groups performed well considering our limited budget. In the future, we recommend that Choosing Wild allow a higher budget for Ads. Google alerted us several times to increase the budget because our daily budget was \$9.52 and our ads stopped running once that daily limit was hit. We believe that if Choosing Wild runs a similar campaign in the future, a \$500 budget would be the optimal amount to help them achieve the results they want.

Analysis and Recommendations

Campaign Overview

The overall primary goal of our Google Ads campaign was to build brand awareness for Choosing Wild by increasing the monthly traffic to their website. To do this, we created two ad groups with unique goals and Key Performance Indicators.

Our first ad group was called “Leads”. This ad group targeted people who were in the “desire” stage of the buyer’s journey. With this ad group, we wanted to capture people who already knew about adventure weddings and elopements, had decided to have one, and were actively looking for a photographer to hire. Due to this targeting goal, we chose to use primarily purchase-intent keywords in this ad group. When users clicked the ad, it brought them to a landing page that had information about why they should hire Choosing Wild and a contact form to start the booking process. The Key Performance Indicator for this ad group was the conversion rate of the landing page.

Our second ad group was called “E-Book Promo”. This ad group targeted people who were in the “awareness” and “interest” stages of the buyer’s journey. We wanted to reach people who didn’t know much (if anything) about adventure weddings and elopements. To do that, we targeted our keywords for this ad group around things that newly-engaged people search for at the start of the wedding planning process, such as “where to start when planning a wedding” and “ideas for small weddings”. Many of the keywords that we used for this ad group were not specifically about elopements or adventure weddings, but more about weddings in general. When users clicked the ad for the free wedding planning e-book, they were brought to a landing page that had an overview of the e-book, a short description of Choosing Wild, and download buttons spread throughout the page. The Key Performance Indicator for this ad group was the number of e-book downloads. We also had a Key Performance Indicator for the campaign as a whole, which was the monthly website traffic to ChoosingWild.com.

Operational Details & Strategy Evolution

Our campaign launched at 12:00 am on November 9, 2021 and ran daily until it ended on November 30, 2021 at 11:59 pm. Our campaign budget was \$200, so when we divided that evenly over the 21 days we were left with a daily budget of \$9.52. We monitored Choosing Wild’s Google Ads account daily to ensure there were no problems and make sure everything was running smoothly. As we monitored the efficacy of keywords, we chose to add additional negative keywords a week after it launched. This helped our daily ad spending be more efficient, because we could reach people who were in our target demographics and stage of the buyer’s journey and were searching for the content of our ads. Since our budget was relatively small for the length of the campaign, we had less room for error with our keywords because our ads would be shut off after our daily budget was reached, which happened a few times.

Key Results

Campaign Performance

Overall, our campaign ended at a total cost of \$213 with a budget of \$200 for the three-week period. In total the campaign had 106 clicks, 1,760 impressions, and an average CPC of \$2.01 with a result of zero conversions (Exhibit 3). Over the 21 days the campaign was active, clicks consistently averaged around 5 clicks per day. Despite the small budget of \$9.52 per day, the campaign performed just as we had wanted. However, we experienced significant technical problems setting up conversion tracking and it stopped working about halfway through the campaign. We were unable to resolve the technical issues before the campaign ended, which left us with no conversion tracking data to analyze. As a result, unfortunately we are unable to know the full extent of the success of this campaign. However, Aly was able to get data about e-book downloads through her website analytics, so we know that there were 11 e-book downloads. Throughout the duration of the campaign, we received multiple recommendations from Google to increase the budget because the ads would stop showing when it was at its peak. Although increasing the budget was not an option for the run of this campaign, it is something that the client can take into consideration for their next search campaign.

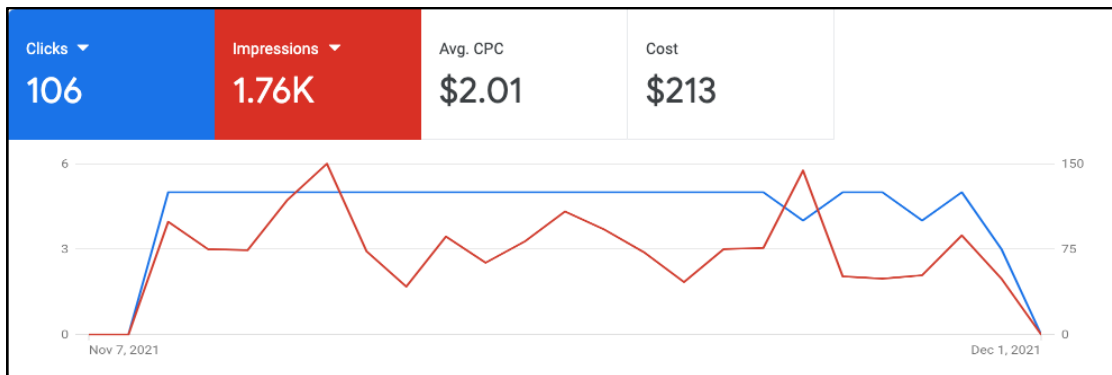


Exhibit 3

Out of the two ad groups that we created, “E-Book Promo” performed the best. It had a total of 62 clicks and 769 impressions, leaving it with 8.06% CTR, and an average CPC of \$1.92 (Exhibit 4). Out of the \$200 overall budget, this ad group took a little more than half at \$119. This ad group seemed to have a more consistent flow of clicks and impressions throughout the campaign duration. The Google Ad platform rated this ad group as “good”, but recommended that we add more keywords into the description and title of the ad to improve its relevance and get the ad in front of the right people at the right time.

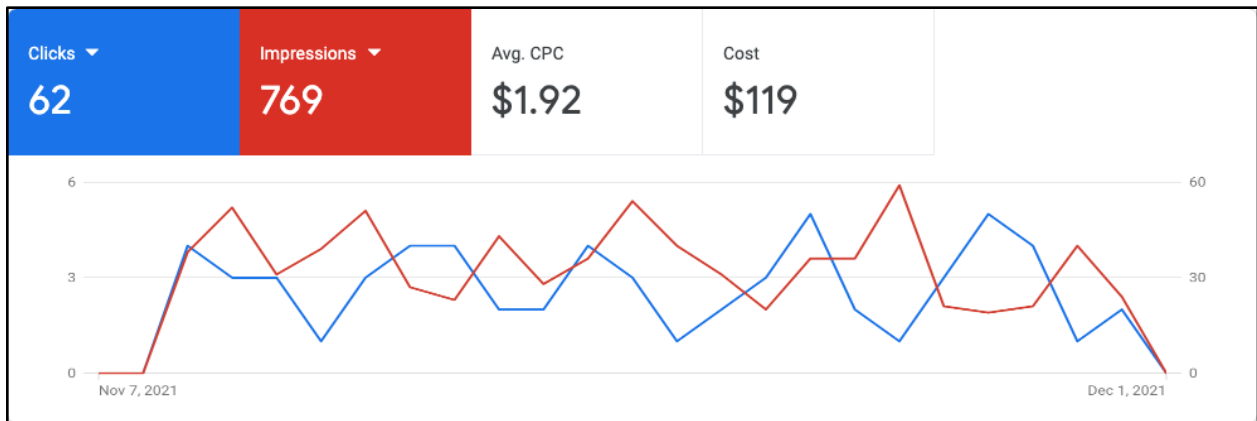


Exhibit 4

Our second ad group was called “Leads”. Out of the two ad groups we created, this one did not perform as well. However, that could be because it was targeting people with purchase intent but this time of year is slow for bookings across the entire wedding industry. We feel like this ad group would do well if it ran sometime between January-April because that’s when people book weddings the most. This ad group had 44 clicks with 994 impressions leaving it with a 4.43% CTR and an average CPC of \$2.13 (Exhibit 5). Clicks and impressions were less consistent in this ad group, as shown in Exhibit 5. This ad group also ended up with zero conversions for the same reason as discussed in the Campaign Performance section. Google Ads rated this ad as “average” and recommended that more keywords should be in the description.

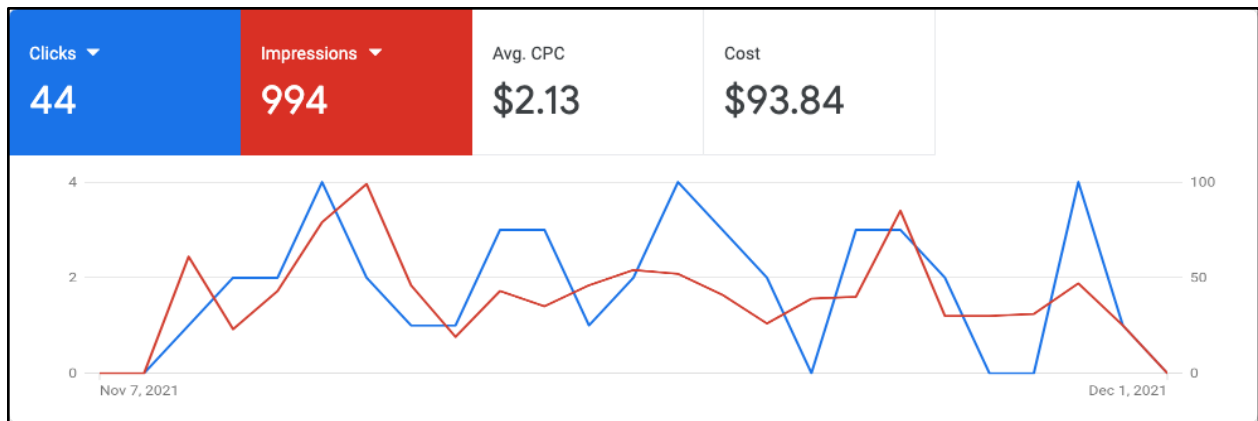


Exhibit 5

Initial Performance vs Optimizations

The campaign started off strong with 99 impressions and 5 clicks on the first day, and clicks continued to be steady for the next 17 days. We monitored the budget weekly to ensure that money was flowing exactly where it needed to. Since the budget was small for this campaign, we didn't have an opportunity to optimize and adjust it. What ended up happening was the entire daily budget was being used up quickly, causing the ad to shut off when it was at its peak. An optimization that we were able to implement was to add in more relevant keywords and negative keywords. Most of the negative keywords added included locations that Choosing Wild does not operate in. This helped ensure that the ad was being shown to the right people.

Keywords

The most effective keywords for the e-book ad group were:

- “plan your wedding”
- “step by step wedding planning”
- [how to elope]
- “cool outdoor wedding ideas”

The most ineffective keywords for the e-book ad group were:

- “unconventional wedding ideas”
- “elope wedding ideas”
- “what to know about eloping”
- “what do I need to elope”

The most effective keywords for the leads ad group were:

- “elopement planner”
- “elopement photographers”
- [utah elopement packages]

- “adventure wedding photographer”
- [elopement packages in utah]
- [how to elope in utah]

The most ineffective keywords for the leads ad group were:

- “adventure wedding photography”
- “utah elopement photographer”
- “moab elopement photographer”
- [moab elopement packages]
- “wedding elopement photographer”

Successes & Failures

The biggest success from this project was the brand awareness that was generated. On the other hand, we had a few failures that we can now learn from. The primary failure we experienced with this campaign was the conversion tracking. We initially had trouble setting it up in Google Ads but were able to resolve it. However, the conversion tracking stopped working about halfway through the campaign due to technical problems, and we were unable to resolve those technical issues before the campaign ended. This left us with no conversion tracking data to analyze. As a result, unfortunately we are unable to know the full extent of the success of this campaign. There are also a lot of changes that could be made to the ads to better optimize them for conversions. These recommendations will be discussed in a later portion of this report.

Campaign Conclusions

Looking back on our experience with this Google Ad campaign, there are several conclusions we can draw from the data and campaign results. Going forward, these conclusions can be used to make ad campaigns more precise, cost-effective, and impactful.

The first conclusion is the importance of finding the right keywords for each ad group at a reasonable cost-per-click. As mentioned previously, we tested a wide variety of keywords and found success in the different ad groups with keywords such as “elopement planner” and “plan your wedding.” The campaign performance of 106 clicks is a success considering the limited budget for the project. Going forward, we believe that the successful keywords from our campaign will be a good template for Choosing Wild to use in their future ad campaigns.

The second conclusion we've drawn from this campaign is the importance of fully understanding how to use Google Ads when creating ad campaigns. Although Google Ads is intuitive and easy to use, it becomes much more useful when you understand the full extent of what the program offers. While this was a limited campaign in terms of both scope and budget, we feel that this experience has given us enough knowledge to run a similar campaign with equal or better success in the future.

Our third conclusion is that it is possible to achieve a low cost-per-click, even on a tight budget. We had a very limited budget for this campaign, as discussed earlier in this report. However, despite that budget we were still able to achieve an overall gain of 106 clicks at an average cost of \$2.01 per click. Our biggest takeaway from this specific metric is that targeting specific keywords, such as those that are intent-oriented or action-oriented, is often the most effective strategy because you can capture users when they're searching for exactly what your ad offers. This also makes your ad targeting more accurate which helps you avoid burning through a limited budget too quickly.

Future Recommendations

We feel like this campaign was very effective, despite the issues we faced with conversion tracking. The primary recommendation we have for Choosing Wild is to troubleshoot their Google Tag Manager so they can set up conversion tracking on their next campaign. Without conversion data, it's difficult to really analyze and understand the full scope of the campaign's successes or failures. Conversion data allows the business to understand what's working versus what's not, and gives them insight into the most effective marketing strategies for their target audience. Having conversion data for future campaigns would help Choosing Wild be able to optimize their campaigns more effectively over time as well.

Another recommendation is to increase the budget for future Google Ads campaigns. For the next campaign, we feel that a budget of \$500 would be a good starting point. This would allow Choosing Wild to have greater flexibility over their campaign and would give them more options for optimization. Increasing their budget would also increase the visibility of their ads, especially considering the fact that our ads were shut off multiple times because we hit our daily budget before peak search traffic even started.

In future Google Ads campaigns, we recommend that Choosing Wild continue keyword research to find the most effective keywords and negative keywords. As time goes on, we suggest that Choosing Wild download the data collected from each ad campaign and analyze it to narrow down the ad copy that does best for both clicks and conversions. With the campaign data, they should also analyze conversions and landing page behavior to understand what was

effective on the landing page and what they should change. These recommendations are all ongoing and should be done on a continual basis to achieve the best results.

Lastly, we recommend that Choosing Wild continue to use the campaign building spreadsheet from this project when creating Google Ads campaigns. This resource was incredibly useful when building the campaign because it allowed us to have an organized, easy-to-use plan before we even created a campaign in Google Ads.

The e-book resource was a good piece of content for Choosing Wild and running future campaigns using this would be a good idea. If Choosing Wild continues to create other types of content that can be used in campaigns it could help their ads, just based on the data from this first e-book offer. Another recommendation is to make changes to the geography part of the campaign. Geography changes to the campaign might ensure that ads can be found by clients that Choosing Wild would like to convert. Changes to the website or landing pages would be good to test and compare over time as Choosing Wild continues to run campaign ads. Lastly, using the data collected from future campaigns to narrow down ad copy is recommended. Running multiple ad groups to test the ad copy would help Choosing Wild to find the ad copy that offers higher conversions.

Future recommendations, for Analytics, would be to make adjustments to the landing pages and website with the campaign data collected to create a more optimized conversion rate. According to the book *Digital Marketing Essentials*, "advertisers who have not refined their purchase funnel have difficulty earning a positive return on even the best keyword targets." According to the textbook, using Analytics to measure key metrics will help make the campaign and pages more effective. Focus on lowering bounce rates and increasing goal conversion rates is recommended. The bounce rates recorded in exhibit 6 can be used as a benchmark measurement to compare against future campaigns.

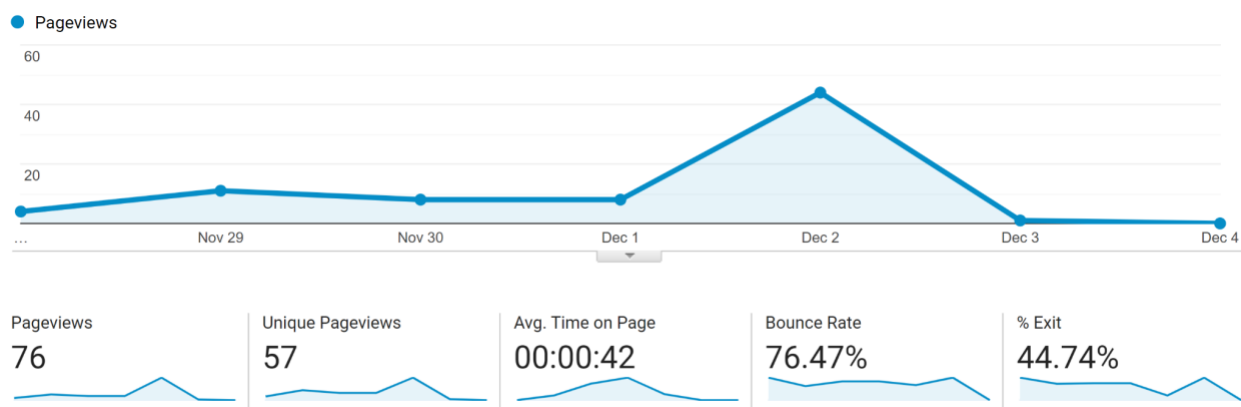


Exhibit 6

If future budgets increase, Choosing Wild could utilize remarketing ad lists, which would be good due to the high conversion rates associated with that type of ad. Using analytics to keep

track of recommended lead generation KPIs is recommended for Choosing Wild. Recommended lead generation KPIs are users, conversion rate (see Exhibit 7), close rate, closed deal rate, and revenue per session. These KPIs can help measure Choosing Wild's future campaign results and measuring just a few of these would help. Using Google ad campaigns will help Choosing Wild reach their business and marketing goals over time. The number of impressions increased during the ad run time shows great results for the business to gain more conversions and customers.

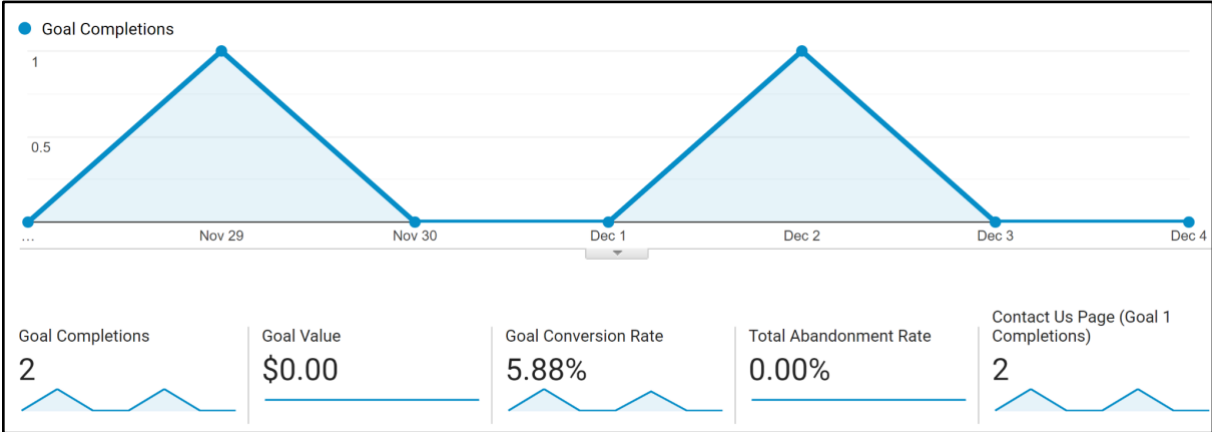


Exhibit 7

Learning

Our primary learning objective for this project was to get acquainted with Google Ads. We wanted to understand the different metrics and key performance indicators that go along with running an ad campaign and whether those metrics indicate successes or failures. After the assignments that helped us build our campaign and prepare to launch it, our team had a strong understanding of those key metrics and how to navigate Google Ads. We appreciated the simplicity of the program and how convenient it was to have multiple users on one account. It was helpful for our team to work closely with the owner, Aly, who was also a member of our group.

As a team, we struggled with finding the time to meet with each other on a weekly basis. We found that each of our personal schedules were very different from each other so we had to make sure our communication was very strong outside of those weekly meetings. Through text messaging and Zoom meetings, we were able to keep consistent communication with each other. Without strong communication we wouldn't have been able to perform our project successfully. However, most of our team members were able to attend group meetings regularly and everyone pitched in even if they were unable to attend a meeting.

It was convenient for our team to have our client as one of our team members. We had all of our questions about the business answered quickly and we were able to easily ask for clarification throughout the project if we needed it. However, we know that this made the project substantially harder for Aly. Due to the fact that we used her company as our client, she inherently had to put a significantly greater amount of time into this project than the rest of the team. She was not only responsible for her portion of the project as the student, but was also responsible for all of the client's responsibilities which don't typically fall on the student. This included things such as creating two new landing pages, updating every major page on her website to optimize for a better user experience, setting up her Google Ads account, installing Google Tag Manager on her website to set up conversion tracking, and troubleshooting all of the technical problems that arose with our conversion tracking. In the future, we would strongly recommend not allowing groups to use a business that's owned by a member of their group. At the start of the project it wasn't clear just how much more work Aly would inherently have because we used her business. Not allowing student businesses would give each team member the opportunity to participate equally, and would help student business owners to not be more burdened by this project than their group members.