

Post-Campaign Summary Report: The Young Americans

Executive Summary

Campaign Overview: The Young Americans is a non-profit organization dedicated to uniting the world's youth through music, dance, performance, education, and cultural interaction. Over the 53 years that the Southern California based group has been around, it has extended its services and programs to include national and international music outreach tours, dinner theatres, holiday and event shows, performing arts summer camps, and even a recently accredited college. For our Google AdWords Campaign, we created 6 different ad groups highlighting different areas of focus in order to best market the many aspects of this multi-faceted organization. Our 6 ad groups consisted of: **Young Americans Brand, Non-Profit Organization, Performing Arts College, Summer Camp, Music Education, and Dinner Theater**. Our hope was that we would achieve a **CTR of 1%**, along with at least **500 clicks** and **50,000 impressions** in order to increase traffic to the organization's website, (www.youngamericans.org), thereby hopefully increasing donations for the non-profit, enrollment in the college, music education outreach, summer camp programs, and an overall growth in the brand awareness.

Key Results: Despite facing some strategic challenges throughout this campaign, we were certainly pleased to have far exceeded the majority of our goals. We concluded our 3-week campaign with a final total of **2,575 clicks** and **729,628 impressions** with an **average CTR of 0.35% (1.48% over Search Network and 0.29% over Display Network)**, showing a **total cost of \$248.81**. The majority of our ad groups was highly successful in different areas, with the most clicks in the **Summer Camp (789 clicks)** and **Performing Arts College (741 clicks)** ad groups, while the highest CTR and Average Position was held by the **Non-Profit Organization** ad group (**CTR- 0.98%, Avg. Position- 2.1**).

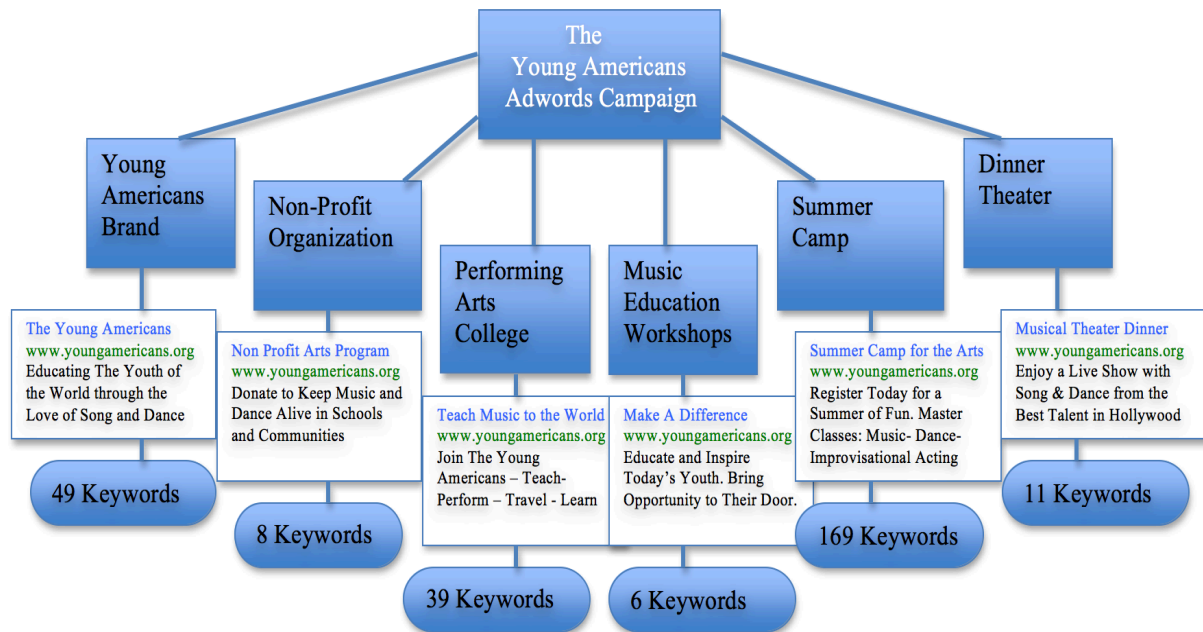
Conclusion: The success of this campaign was achieved through a strategic plan focused around the creation of multiple ad groups and extensive keyword research using the **Keyword Planner** and the addition of new keywords through the **Opportunities** tab. The targeting for each ad group was selected based on the seasonality and location of the advertised service. The landing pages were also specifically set so that each ad would directly lead to the exact page of the advertised service within the youngamericans.org website.

Future Online Marketing Recommendations: With 2,500+ clicks and nearly 730,000 impressions in 3 weeks, it is certainly justifiable that The Young Americans should continue to utilize Google AdWords along with their current social media advertising for their future online marketing needs. They were very pleased with the numbers received in this campaign.



Industry Component

Campaign Overview: We designed our campaign with a wide scope in order to cover the many different programs offered and promotional opportunities desired by The Young Americans organization. We created 6 different ad groups each with varying amounts of keywords chosen from the **Keyword Planner** and suggestions from the **Opportunities** tab, and well defined ads to grab the attention and call to action of the viewers. The Flowchart below demonstrates the structure of our campaign:

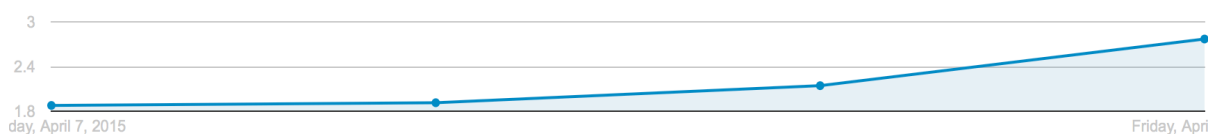


After creating our campaign layout we decided on how to set, control, and maximize our \$250 budget. Using our originally proposed pre-campaign budget strategy, an appropriate starting daily budget was chosen for our campaign. We started with a daily budget of \$12.16 partnered with automatic bidding in order to get a feel for the speed at which we would be spending our budget. We monitored this in the first few days to see what kind of costs would incur and from there, when and by how much to alter the daily budget. The budget was intended to gradually increase over time in order to maximize the effectiveness and ensure the campaign's ability to run for the full 3-week period. Eventually in the coming weeks, we would consider switching to manual bidding depending on the effectiveness of our current strategy. At the top of the next page you can see our original pre-campaign budget plan from which we chose our campaign's default starting budget.

Proposed Budget by Week and Campaign

	Brand 30%	Non-Profit 15%	Performing Arts College 20%	Summer Camps 5%	Dinner Theatre 5%	Music Education 20%	Holidays 3%	Concerts 4%
Week 1 20%	\$5.00	\$2.50	\$3.33	\$0.83	\$0.83	\$3.33	\$0.50	\$0.67
	\$0.71/day	\$0.36/day	\$0.48/day	\$0.12/day	\$0.12/day	\$0.48/day	\$0.07/day	\$0.10/day
Week 2 30%	\$7.50	\$3.75	\$5.00	\$1.25	\$1.25	\$5.00	\$0.75	\$1.00
	\$1.07/day	\$0.54/day	\$0.71/day	\$0.18/day	\$0.18/day	\$0.71/day	\$0.11/day	\$0.14/day
Week 3 50%	\$12.50	\$6.25	\$8.34	\$2.09	\$2.09	\$8.34	\$1.25	\$1.67
	\$1.79/day	\$0.89/day	\$1.19/day	\$0.30/day	\$0.30/day	\$1.19/day	\$0.18/day	\$0.24/day
Total Per campaign	\$25.00	\$12.50	\$16.67	\$4.17	\$4.17	\$16.67	\$2.50	\$3.33
	\$3.57/day	\$1.79/day	\$2.38/day	\$0.60/day	\$0.60/day	\$2.38/day	\$0.36/day	\$0.48/day

Campaign Evolution: In the first couple days of the campaign our costs moved a little faster than anticipated before we had accumulated enough data to appropriately make any further strategy decisions. Therefore we lowered our starting daily budget to **\$8.16** and set our **CPC bid limit at \$0.50**. During the first week we experimented by adding keywords from the **Opportunities** tab and removed some non-performing keywords. Near the end of the first week our campaign activity was starting to pick up nicely so we raised our daily budget back to its original **\$12.16**. After a few days of continued performance improvement, we raised our daily budget to **\$15.16** and a day later **\$17.16**. We also raised our **CPC bid limit up to \$0.60**, while continuing to add new keywords and remove non-performing ones. At this point we switched our focus to the performance of each individual ad group. The **Summer Camp** ad group was the most successful at the start of the second week already boasting **416 clicks** and **165,667 impressions**, followed by **The Young Americans Brand** ad group with **348 clicks** and **71,646 impressions** and the **Performing Arts College** ad group with **158 clicks** and **24,750 impressions**. Obviously things were going well and it was only just the start of week two. However, the **Non-Profit Organization** and **Dinner Theater** ad groups were not showing the same success. The **Dinner Theater** ad group only had **1 click** and a mere **822 impressions**. We considered solutions and decided to rewrite the ads for these campaigns. This seemed to solve the problem as the numbers increased largely over the next few days. **This graph shows the Dinner Theater ad growth.**



As the campaign performance graph and numbers continued to rise, we continued to raise our daily budget. We raised it again to **\$18.16** and our **CPC bid limit up to \$0.60**. We then started experimenting by switching to **manual bidding** raising our individual ad group bids in slight increments over the next couple of days to monitor the effects. It was at this point that we ended our second week and began our third and final week. Our performance graph and our numbers were showing fairly consistent growth. We contacted The Young Americans who were very happy to hear the numbers we reported to them. Our original goal was to get a **CTR of 1%** with about **500 clicks** and about **50,000 impressions**. Here we were with almost a whole week left to go and we already had **2,236 clicks** and **659,000 impressions**. Our **CTR** was **1.69%** on the **search network** and **0.29%** on the **display network**. Our **Average Position** was a **1.5** with a **4.3** total on the **search network**.

Campaign Results Beginning of Week 3:

Campaign report (Mar 29, 2015-Apr 13, 2015)	Budget	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
Campaign state enabled	20	2236	659000	0.34%	0.06	130.87	1.5
Total - Search	--	399	25800	1.55%	0.15	59.26	4.3
Total - Display Network	--	1837	633200	0.29%	0.04	71.61	1.4
Total	20	2236	659000	0.34%	0.06	130.87	1.5

It was at this point that things began to get a little more complicated. Mike Krauss, the Administrative Director of The Young Americans informed us that he was unable to access the Google Analytics for the youngamericans.org website. Although the site had Google Analytics installed on it for quite some time, Mike was unable to access the account, leaving us unable to obtain any information regarding the analytics resulting from the campaign. Mike spent several hours on the phone with Google trying to get help in accessing the company's analytics account, but was unable to get sufficient help. This was pretty disappointing to us as we were much looking forward to seeing this data and using it in our campaign report. Mike did however assure us that the Summer Camp registration numbers were doing quite well, and seeing as our **Summer Camp ad group** was consistently one of our most successful ad groups with **690 clicks** thus far, **218,777 impressions**, and an **average position of 1.7**, we believe our campaign to have been a successful contributing factor. Our Summer Camp ad group however, was not the only successful ad group at this point in our campaign. The **Performing Arts College** ad group was a close second with **601 clicks**, **254,621 impressions**, and an **average position of 1.2**, followed closely by **The Young Americans Brand** ad group with **534 clicks**, **100,606 impressions**, and an **average position of 1.8**. The **Non-Profit Organization** ad group had a **CTR of 1.01%** and an **average position of 2.1**, as well as **174 clicks** and **17,195 impressions**. Even our lower performing ad



groups such as our late blooming **Dinner Theater** ad group had achieved an **average position of 1.9**.

AD Group Results Beginning of Week 3:

Ad group report (Mar 29, 2015-Apr 13, 2015)							
Ad group state	Ad group	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
enabled	Non Profit Organization	174	17195	1.01%	0.06	9.8	2.1
enabled	Performing Arts College	601	254621	0.24%	0.04	26.43	1.2
enabled	Summer Camp	690	218777	0.32%	0.08	58.1	1.7
enabled	Dinner Theater	23	9326	0.25%	0.06	1.42	1.9
enabled	Music Education	214	58475	0.37%	0.04	9.42	1.7
enabled	Young Americans Brand	534	100606	0.53%	0.05	25.7	1.8
Total - all but removed ad groups	--	2236	659000	0.34%	0.06	130.87	1.5
Total - Search	--	399	25800	1.55%	0.15	59.26	4.3
Total - Display Network	--	1837	633200	0.29%	0.04	71.61	1.4
Total	--	2236	659000	0.34%	0.06	130.87	1.5

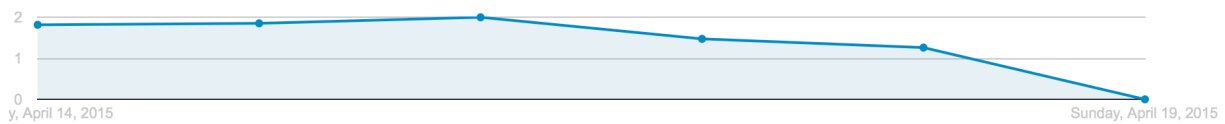
At this point during our campaign, a guest speaker who reviewed some of our campaigns and offered some suggestions and feedback visited our marketing class. She was a former student who now worked in digital marketing at a local business and had become Google AdWords Certified. She reviewed our campaign and was very pleased with our results. She mentioned to the class that our campaign was one of the more successful student campaigns she had seen. She praised our high number of clicks and views, as well as our average position of each ad group. She suggested that we continue to raise our keyword bids that were estimated below the first page to the suggested bids listed in order to raise our average position for the overall campaign which was currently a **1.5**. This is where things got tricky. We followed her suggestion in raising all of our keyword bids to the suggested first page bid. However, we had a lot of keywords. We had been adding keywords from the **Opportunities** tab for the entire length of our campaign thus far. The results we had gotten so far were already way beyond what we expected and we were very pleased, so we had not thought much about raising all of our keywords to first page bids. We began to do so with every keyword that was below first page bid. This took some time, but we believed that the results would be successful. Besides, we had already met our goal, and we still had several days left in our campaign and over \$100 left in our budget. We soon realized the error of this strategy. Although it did raise both our average position and CTR of each ad group and the overall campaign as a whole for the third week, it ultimately resulted in a budget crisis whereas our campaign became limited by our budget, leading to loss of impression share and our ads sometimes not being shown. We were forced to raise our budget constantly in order to keep our ads showing as the large numbers of high bidding keywords were draining our budget faster than we would have liked. We unfortunately had to watch our performance graph drop steeply and flat line in the final days of our campaign.



Campaign Performance Graph (Final Days):



Ad Groups Performance Graph (Final Days):



Key Results: The strategy of raising all of the keyword bids to first page was not a bad move. It however would have been a better move if we had not had such a large amount of keywords, or if we had a larger budget. Seeing as we only had a portion of our \$250 budget left and we had hundreds of keywords, there was no way to maintain our budget and keep our ads showing regularly with all of the keyword bids maximized for the first page. This was our error. Looking back, perhaps it would have been better for us to have chosen only a select few keywords in which to raise to first page bids, remaining more strategic in our already widely spread and successful campaign. But for now, this will have to remain a learning experience and knowledge gained to consider in our future campaigns.

Conclusion: Although our campaign did not end it's 3rd and final week as strongly as we had hoped it would, considering our growth rate over the first 2 weeks, we were still very much pleased to have far exceeded the majority of our goals. We certainly faced some challenges and learning experiences along the way, which we have documented in this post-campaign report. These experiences and our achievements will greatly benefit us in our future AdWords campaigns. Still, our final results were very successful and promising, with **2,575 total clicks, 729,628 impressions, a 1.48% CTR and a 3.9 average position across the search network and a total average position of 1.5.**

Campaign report (All Time)						
Campaign state	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
enabled	2575	729628	0.35%	0.1	260.5	1.5
Total - Search	538	36382	1.48%	0.33	177.69	3.9
Total - Display Network	2037	693246	0.29%	0.04	82.81	1.4
Total	2575	729628	0.35%	0.1	260.5	1.5

Future Recommendations: It is recommended that The Young Americans expand their budget for future campaigns in order to increase the first page bids of their selected keywords without limiting the campaign. Also they should make sure they are able to access their Google Analytics for more optimal results from their campaign progress.



Learning Component

Learning Objectives and Outcomes: In participating in the Google Online Marketing Challenge, our team dedicated our efforts to learning how best to create and run a Google AdWords marketing campaign to suit the needs of our client business. We experimented with tools and strategies while learning to use the **Keyword Planner, Opportunities tab, CPC bidding, Keyword bidding**, and more. **Working with our client non-profit organization, The Young Americans was a wonderful opportunity.** Seeing as the organization has so many different programs, shows, tours, camps, and other marketable aspects, we had lots of ideas to work with in building a large-scale successful campaign. We learned a lot through our efforts to increase web traffic to the youngamericans.org website and we hope to have made a successful contribution to their upcoming **Summer Camp, Dinner Theater**, and future registration for their **Music Education Workshops and Performing Arts College**, as well as raise awareness for their **Young Americans Brand** and donations to the **Non-Profit Organization**. Through our successes we learned to create well-worded ads that grab the attention of the viewer and invite them to click through a direct call to action. Through our failures we learned to better balance the budget and to limit our keywords when raising them to first page bids. We also learned many new tools that we could have taken advantage of but did not, such as **Negative Keywords, Site Links and Ad Extensions**, and **“Phrase” and [Exact Match]** keywords, rather than simply using **Broad Match**. Learning all of these tools has certainly opened up a whole new world of possibilities for us in future campaigns, and judging by the success of this one, we can only imagine how much better the next one will be.

Group Dynamics: Our group worked quite well together on this campaign. A bonus for us was that one member of our team is an alumni of The Young Americans, so having that relationship with the group definitely brought a passion into the project and kept us all motivated to want to see a successful outcome at the end of the campaign. We utilized our individual strengths in writing, creativity, and mathematics to work together and create a well thought out structure for our campaign and then took a leap and dove right in to the workload of balancing our time, budget, and efforts to oversee the growth and challenges of the 3-week campaign. We stayed in constant contact with the client via phone and email and communicated with each other via Google Hangouts and Google Docs for the writing elements. Through this project, we have become close friends and I feel we will remain so for the remainder of our schooling and possibly our future marketing careers.

Client Dynamics: The Young Americans is a wonderfully diverse and very motivating



organization. They were extremely welcoming of our efforts during this project and very supportive and trusting in any decisions we made. Being that one of our team members is an alumni of the organization, it was very easy for us to step into their world and understand what they do and what their needs and goals were. We were very thankful for the willingness of their Administrative Director, Mike Krauss to take time out of his busy work schedule and work with us on this project, just as I think he was equally thankful that we chose The Young Americans for the promotional benefits. They had never used Google AdWords before, but definitely had considered it and were very open and accepting to see what the benefits would be. Unfortunately we had some difficulties with accessing the Google Analytics for the website. Perhaps in future campaigns they will figure out how to access their analytics account for the website and will be able to see the data that we were unfortunately unable to access during this campaign. However, we are thankful that Mike Krauss was willing enough to spend 2 hours on the phone with Google Help attempting to gain access into the account in order to better assist with our campaign project. Our Young Americans Alumni team member will be traveling to Japan this time next year for the Young Americans Japan reunion tour. At which time he will share his experiences from this project and perhaps he will meet someone in the Music Education Workshops in Japan that perhaps has seen our Google ads and registered as a result.

Future Recommendations: In future campaigns we would certainly like to explore some of the other features of Google AdWords, such as **Negative Keywords**, **Site Links** and **Ad Extensions**, as well as **“Phrase”** and **[Exact Match] Keywords**. Additionally we would certainly be more strategic in our selection of keywords for first page bidding in order to maximize the use of the budget without limiting the campaign as well as creating multiple ads for each ad group. A daily activity journal would be an ideal addition to keep track of all adjustments made to the campaign as well as for ease of noting the results of every action, pros and cons for every new idea and ad/keyword addition, and budget record as the AdWords billing page can sometimes be a bit confusing. An important aspect for future campaigns will be to make certain from the start that there will not be any issues with accessing the site’s Google Analytics. Setting up tracking for both online and offline conversions will allow us to better assess the amount of direct sales, signups, etc. from our campaign ads. Certainly we would love the opportunity to work with The Young Americans again in the future on any digital marketing campaigns conducted via Google AdWords or related online marketing platform.

Impact Statement – The Young Americans

Non Profit Information: The Young Americans is a Non-Profit Organization founded in 1962 by Milton C. Anderson. The Southern California based organization aims to help create a positive outlet for youth while supplying them with opportunities to learn, educate, travel, perform, and make a difference in the world through the medium of music and dance. The organization's main function these days is their music outreach tours in which young performers from all over the world who study with the group, travel around the world to schools teaching 3-day performing arts workshops to students. Aside from the outreach programs, the organization also hosts seasonal dinner theaters, performing arts summer camps, concerts and alumni events, and a fully accredited college program offering degrees in music, dance, and other aspects of performing arts. Their website is www.youngamericans.org and their offices are located at 1132 Olympic Drive in Corona, CA 92881. Mike Krauss, Director of Administration and our main contact can be contacted at the main office (951) 493-6753.

How the Non-Profit is making a Social Impact: Children from all over the United States, and over 17 countries gather together in school theater, auditorium, or gymnasium, registered for The Young Americans workshop, but often not knowing what to expect. A bus and truck pull up to the school and 40+ young performers from all over the world, ages 18-25 step off the bus and begin to transform the school setting into a stage scene out of a large-scale Broadway production or rock concert. After setting up the stage, lights, sound, etc., the music starts playing and the workshop begins. Over the next three days, these 40+ young performers sing and dance their way into the hearts of every student, parent, teacher, and onlooker around. The energy is overwhelming as they organize and execute a multiple classroom flow offering vocal classes, dance classes, improvisational acting classes, and instrumental classes for hundreds of students in less than 48 hours. Over this time, relationships are formed, bonds are created, and miracles take place. The shy kid who never spoke begins to sing a vocal solo. Children with a rough upbringing share stories with their new mentor, cry on their shoulder, and then share the stage with them as they bust out a dance duet like never before seen. Every child has a place and a purpose, and they make sure to offer a chance for that child to find it and let it shine! At the end of the workshop, The Young Americans and the workshop participants perform a large-scale show displaying all that they have learned and accomplished in the past few days, complete with costumes,



props, and all. Then they sign autographs, exchange emails and contact information from which life long friendships begin. Then they pack up and travel to the next town. It is through this method that The Young Americans make a difference in society and the youth of the world; one small town, village, or city at a time.

Google AdWords Campaign Summary: Six ad groups were created for The Young Americans AdWords Campaign; **The Young Americans Brand, Non-Profit Organization, Performing Arts College, Music Education, Summer Camp, and Dinner Theatre.** A \$250 dollar budget was set, of which \$248.81 was spent obtaining **2,575 clicks, 729,628 impressions,** an **average CTR of .35% (1.48% over the search network and .29% over the display network),** at an **average CPC of \$0.10** and an **average position of 1.5 (3.9 over the search network and 1.2 over the display network.)**

How the AdWords Campaign was designed to meet the Client's Goals: The Young Americans goals were to increase registration and sign up for their performing arts college and their performing arts summer camp, brand awareness in order to gain more opportunities for expansion of the group, sales for their upcoming Summer Dinner Theater in Boyne Highlands, Michigan, and non-profit donations for the organization as a whole. To assess all these needs, we created multiple ad groups directed toward each aspect of the company. **The Young Americans Brand** ad group was designed to increase awareness and along with the **Non-Profit** ad group, raise donations for the organization. **The Music Education, Performing Arts College, and Summer Camp** ad groups were created to increase enrollment and registration in these programs. **The Dinner Theater** ad group was designed to sell tickets to the Boyne Highlands Dinner Theater.

Future AdWords Recommendations: This campaign's success is only just the beginning. When speaking with Mike Krauss, Director of Administration for The Young Americans, he assured us that they wanted to continue to explore further use of Google AdWords advertising in the future for their yearly events and programs. As they have many different programs, concerts, tours, and more year round and are always growing, Google AdWords would offer an affordable and effective manner to help market and promote these events throughout the year. In fact, we would like to suggest to Mike Krauss and The Young Americans to consider applying for the Google Grants program, which could allow them to receive grant money for Google advertising. This partnered with their current website and social media platforms would help to ensure the continued growth and brand awareness.

