

# Pre-Campaign Strategy Report: The Young Americans

by Ryan Barbin

## Client Overview:

**Client Profile:** The Young Americans is a non-profit organization dedicated to uniting the world's youth through music, dance, performance, education, and cultural interaction. The group is based in Southern California, and was founded in 1962, by Milton C. Anderson. It was Milton's dream to create a positive image of America's youth and provide an opportunity for them to put their talents and abilities into a positive outlet, allowing them to grow and flourish while keeping music education alive and thriving.

Their website <http://www.youngamericans.org>, was created in 2010 and is managed by Mike Krauss, Director of Administration. Along with Mike Krauss, the company has about 20 other employees, including Bill and Robyn Brawley, (Executive Director and Choreographer), Don Strom, (Director of Operations), Katiina Dull, (Director of College Programs), and more. Over the 50 years that the 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, The Young Americans College of the Performing Arts, where students can earn an associates degree in Music Performance. The group gains 100+ new members every year, from every U.S. state and many international countries, and offers many year-round Alumni events to keep the non-active members of the group involved, informed, and contributing to the cause.

**Market Analysis:** The Young Americans' main customer market consists of youth between the ages of 18 to 25 who are interested in music, dance, acting, or any related aspect of performing arts. The group targets young people in schools, colleges, and universities from all across the U.S., with the largest numbers coming from California, (where the group is based), and Michigan, (where the group hosts many of its yearly summer dinner theatres),



and also in many countries including Japan, United Kingdom, Germany, Ireland, Sweden, Ukraine, Spain, and more. Potential customers include youth in countries and people between their 20's - 60's that the group has yet to reach with their musical programs. The main method for reaching to other countries has come in the form of the group connecting with a contact in the foreign country, usually a teacher, principal, educator or businessperson with many connections, and a love for youth and music programs. For this reason, a second important customer market exists in an older age group consisting of people between their 20's-60's who have the potential to become contacts, influencing the expansion of The Young Americans' outreach programs and helping the group to affect the lives of more students.

**Current Marketing:** The Young Americans' official website is visually pleasing. It offers plenty of information about the group programs, history, opportunities, college programs, and current shows. It is easy to navigate and contains many interactive aspects, including videos, blogs and stories from the road, downloadable banners, posters, and promotional tools, and links to other Young American social media sites and partner/support programs. The group proudly supports other music education focused, non-profit and volunteer organizations on their website, such as VH1 Save the Music and NAMM's Support Music.com. The Young Americans have an active Twitter page, with over 7,000 followers. The twitter page is packed full of videos, promotional pieces for upcoming events, stories and experiences from the road.

Youngamericans.org currently has a Google pagerank of 0. They have never used Google Adwords before, but they do have Google Analytics already installed. In this campaign, we will closely monitor the analytics to see how it has increased traffic to the site, and we aim to raise the pagerank as well. A noticeable weakness of the website is the lack of call to action. There are little outlets for direct action and no online applications or submissions for enrollment or audition. A video audition submission on the site could be a way of increasing enrollment in the group. There are links to purchase show tickets, shop via the Young American online merchandise store, and make a direct donation through Paypal. However, no ticket sales are directly available through the Young Americans website. The



online store is currently down due to “Inventory Updating”, and the direct link to donate is currently not in working order.

**Conclusion:** In order to assist in meeting The Young America’s goals, an AdWords strategy will be developed to drive more traffic to the website, make The Young America’s brand more recognized with its service and programs.

**Proposed Adwords Strategy:**

The overall proposed Google Adwords Strategy consisted of 8 different campaigns, focusing on the various aspects of the organization, and specific current events for promotion; *Brand, Non-Profit, Performing Arts College, Summer Camps, Dinner Theater, Music Education, Holidays, and Concerts.* These will be tailored however to the time period of the three week campaign, leading to possibly only running 6 or 7 campaigns. The reason for this is because the group’s holiday events are only in the winter, and the dinner theatres are only in the summer. It would be much more cost effective to only run seasonal event ads in conjunction with the appropriate approaching season. However, for the overall plan, it is important to account for all possible seasonal ad groups since it would be beneficial to rotate them in longer running or future campaigns.

<b>Brand</b>	<b>Non- Profit</b>	<b>Performing arts college</b>	<b>Summer Camps</b>
Example Keywords: <ul style="list-style-type: none"> <li>• Young Americans</li> <li>• American Youth</li> <li>• Music Program</li> <li>• Non-Profit Organization</li> <li>• Performing Arts College</li> <li>• Performing Arts Group</li> </ul>	Example Keywords: <ul style="list-style-type: none"> <li>• Donations</li> <li>• Community</li> <li>• Children</li> <li>• Youth Programs</li> <li>• At-Risk Children</li> <li>• Volunteer Organization</li> </ul>	Example Keywords: <ul style="list-style-type: none"> <li>• Dance Schools</li> <li>• Performing Arts Degree</li> <li>• Music Schools</li> <li>• Music Education</li> </ul>	Example Keywords: <ul style="list-style-type: none"> <li>• Master Classes</li> <li>• Music Camps</li> <li>• Dance Camps</li> <li>• Summer Courses</li> </ul>

The **Brand** campaign will help to increase awareness of the organization and increase website traffic. The **Non-Profit** campaign will hopefully increase donations and the involvement of schools and educators to bring The Young Americans to their town. The



**Performing Arts College** campaign is intended for the 18-25 year old students who might consider auditioning to join the group or enroll in the college program.

<b>Dinner Theatre</b>	<b>Music Education</b>	<b>Holidays</b>	<b>Concerts</b>
Example Keywords: <ul style="list-style-type: none"> <li>• Boyne Highlands Events</li> <li>• Traverse City Events</li> <li>• Tokyo Events</li> <li>• Dinner Show</li> </ul>	Example Keywords: <ul style="list-style-type: none"> <li>• Outreach Tours</li> <li>• Performing Arts Workshops</li> <li>• Music Programs</li> <li>• Music in School</li> <li>• Dance Workshops</li> </ul>	Example Keywords: <ul style="list-style-type: none"> <li>• Christmas Show</li> <li>• La Mirada Theater</li> <li>• Macy's Thanksgiving Day Parade</li> <li>• Christmas Music</li> </ul>	Example Keywords: <ul style="list-style-type: none"> <li>• New Kids</li> <li>• Tarbell</li> <li>• Radio Show</li> <li>• Broadway Tonight</li> <li>• Show Choir</li> <li>• Variety Show</li> </ul>

The **Summer Camp**, **Dinner Theatre**, and **Holidays** campaigns can run interchangeably depending on the season, and along with the **Concerts** campaign, will help to increase ticket sales and boost the success of the shows that help to fund the future growth of the organization. These ad groups will be geo-targeted in order to promote local events and specific international tours, shows, and events. Google's Keyword Tool and Traffic Estimator will further be used to ensure the best keyword results.

For ad rotation, we will use optimize for clicks, giving preference to ads that are expected to attract more clicks than ads based on click through rates (CTRs). We will also start out by using Maximum Cost-Per-Click (CPC), in order to maximize profits of an ad. Depending on results, we may convert to Manual Bidding in the latter part of the 3-week campaign. We will only be using Google's Search Network, as it is easier to track performance and has higher quality of traffic. People are more likely to click on an ad when they have searched Google themselves, rather than skimming across it while on YouTube or Gmail.

*Example Google AdWords Ads*

Teach Music to the World  
<http://www.youngamericans.org>  
 Join The Young Americans  
 Travel - Teach - Learn - Perform

Give the Gift of Music  
<http://www.youngamericans.org>  
 Donate To The Young Americans  
 Educating Youth Through Music

[Summer Camp for the Arts](http://www.youngamericans.org)  
<http://www.youngamericans.org>  
 Register Today for a Summer of Fun  
 Master Classes: Music-Dance-Improv

*Proposed Budget by Week and Campaign*



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

The largest percentages have been applied to the **Brand**, **Music Education**, and **Non-Profit** campaigns, as these campaigns are focused on the primary goals of the organization, increasing awareness, enrollment, auditions, and new locations for shows, workshops, and tours. The smaller percentages have been applied to **Holidays**, **Concerts**, **Dinner Theatre**, and **Summer Camp** campaigns, as these are seasonal, short-term based, and region specific. These smaller campaign percentages are also interchangeable depending on the current season.

By creating and running a strong Google Adwords campaign, The Young Americans hope to increase traffic to the youngamericans.org website, donations to the organization, and additions to the growing family of Young Americans members and alumni. We hope to achieve this through an increase in click rates, call to action on the website, increased pagerank, successful keyword strategy, geo-targeting, and specificity of ad phrasing.

