

## **Executive Summary**

### ***1. Campaign Overview***

The strategy of the Google AdWords Campaign was based on three major goals:

- Reaching potential customers and introduce them to the concept of KASAPA Ltd..
- Avoiding direct competition with market leaders of the travel industry.
- Keeping the maximum Cost per Click (CPC) as low as possible due to limited budget.

The advertisements were set in English and in German. Each campaign contained three different Ad Groups: The Content advertising networks, the Index networks and the Main keywords campaign that included advertisements for both. To reach the first goal, keywords with a high concentration of competitors and a high CPC were only set on a time, when fewer users are looking for holiday online (11 p.m. - 7 a.m.). To reach goal number two, keywords referring exactly to the target audience were chosen. Using these keywords a high CPC was risked. In order to reach goal number three, a lot of keywords with a low concentration of competitors were used. These were set for the Index and in the Content advertising networks. The conversion rate was not relevant for this campaign, as the homepage does not include booking tool.

### ***2. Key results***

During the three consecutive weeks, 389 clicks were counted on the KASAPA Ltd. homepage. The CTR in total was 0.06% and 644,155 impressions were achieved. Referring to the clicks, the English and German main keywords' campaign (CTR 0.06% and 0.09%) represent the strongest AdGroups.

### ***3. Conclusion***

As the keywords used for this campaign were very specific and marked with a low concentration of competitors, it was hard to gain many clicks. The explanation for this is that fewer users are searching for these words. Even though a lot of keywords were included, it was hard to reach the daily budget. As the trips with the KASAPA Ltd. are high class niche services and Ghana itself does not have a well established touristic reputation yet, it is hard to promote such services within a short time of three weeks.

### ***4. Future Online Marketing Recommendations***

A budget of 200 USD for the time of three weeks is too high for such high class niche services. To affect something, the campaign should run for a longer period. In order to clearly measure the success of the campaign it is necessary to install a booking tool on the website.

## Industry Component

### *1. Campaign overview*

The strategy for the Google AdWords Campaign was based on three major goals. The first goal was to reach potential customers and introduce them to the concept of KASAPA Ltd.. The second goal was to avoid direct competition with market leaders of the travel industry. Even though there is no big player offering same or similar trips to Ghana. The third goal was to keep the maximum Cost per Click (CPC) as low as possible, as the budget was limited. In general the goal was to get more traffic on the KASAPA Ltd. Homepage. The advertisements were launched in English and in German. For each language, three AdGroups were set. One for the Content advertising networks, one for the Index networks and a Mainkeywords campaign for both Content and Index. The Content group contained all keywords considered as relevant (the selection system will be explained on this page as well) and had one advertisement. Specific keywords referring to five different advertisements which were linked with a particular site on KASAPA Limited's Homepage were included in the Index group. The Content and Index group (Mainkeywords campaign) contained strong keywords and one advertisement.

To reach the first goal, keywords with a high concentration of competitors and marked with a high CPC, were only set on times when fewer users are looking for holiday online (11 p.m. - 7 a.m.). In order to achieve goal number two, keywords referring exactly to the target audience were set. Using these keywords, high CPC was risked. To reach goal number three, a lot of keywords with a low concentration of competitors were used. These were set in the Index and in the Content advertising networks.

Keywords were chosen by a specific approach. All keywords were marked by their relevance for this campaign. Marks reached from one to four. For example, a keyword was rated with a one means, that the keyword had a low relevance for the campaign (keyword is neither one of the meta keywords of KASAPA Ltd.'s Homepage nor a word from the website title and can also be mentioned in a different context). A keyword which is rated with a four included a word from the website title and the word "travel" or synonyms for it. The estimated CPC of each keyword was divided by the mark. All keywords with a result of 0.05 and smaller were integrated in the campaign. Keywords which were considered as essential for the campaign but had a higher quotient than 0.05 were also included. The following table illustrates this approach of the key selection strategy:

| Keyword                | Relevance | CPC  | CPC/Relevance | handling   |
|------------------------|-----------|------|---------------|--|
| Accommodation<br>Ghana | 3         | 1.20 | 0.4           | Used despite high quotient:<br>keyword essential         |
| Guesthouse Ghana       | 3         | 0.05 | 0.02          | Used due to rules  |
| Ghana security         | 3         | 1.95 | 0.65          | Not used: quotient too high<br>and keyword not essential |

As the focus of the campaign was to reach primarily people outside of German-speaking countries within Europe, the English campaign was launched right at the beginning of the campaign. Since the daily budget of 9.52 USD has not been reached, a German campaign was added four days later. At the end of the campaign, 185.30 USD were spent. A detailed cost report of the campaign is displayed on the table below.

| AdGroups         | Average CPC in USD | Total Costs in USD |
|------------------|--------------------|--------------------|
| German Content   | 0.17               | 1.53               |
| German Index     | 0.68               | 15.65              |
| German Mainkeys  | 0.98               | 115.66             |
| English Content  | 0.17               | 15.97              |
| English Index    | 0.09               | 0.18               |
| English Mainkeys | 0.23               | 36.31              |
| <b>Total</b>     | <b>0.46</b>        | <b>185.30</b>      |

## 2. Evolution of the campaign strategy

During the duration of the campaign, the course was daily monitored and changes were conducted to improve the present results. One of the major changes at the beginning of the campaign was to adjust the CPC of different keywords. The CPC of keywords of an AdGroup with an average high position of the advertisement was lowered in order to save money and use it to raise the CPC of keywords within a low positioned AdGroup. The intention for this measurement was to balance the advertisement and position them as high as possible. Other changes were to increase the daily budget for all AdGroups and to setup more keywords to ensure that the entire budget will be used by the end of the campaign. To gain

more clicks, the text of some advertisements was changed and in the last week expensive keywords with a high concentration of competitors were added.

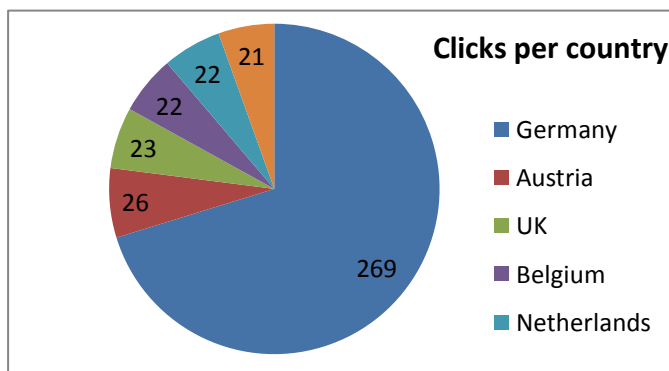
Due to the changes performed during the campaign's operating time, advertisements produced more clicks and more impressions.

### 3. Key Results

The following table gives an overview of the key results:

| AdGroups              | Impressions    | Clicks     | CTR          |
|-----------------------|----------------|------------|--------------|
| German Content        | 4,478          | 9          | 0.2%         |
| German Index          | 3,394          | 23         | 0.68%        |
| German main keywords  | 127,156        | 118        | 0.09%        |
| English Content       | 257,127        | 92         | 0.04%        |
| English Index         | 356            | 2          | 0.56         |
| English main keywords | 263,903        | 158        | 0.06%        |
| <b>Total</b>          | <b>644,155</b> | <b>389</b> | <b>0.06%</b> |

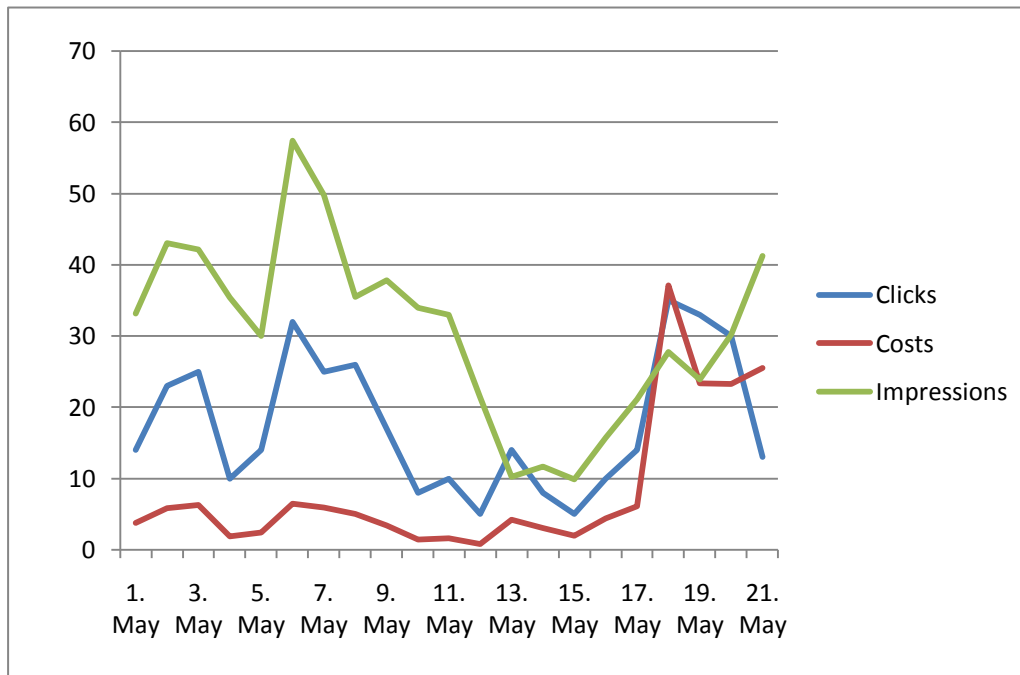
As illustrated above, the AdGroups German main keywords, English Content and English main keywords produced the most impressions. The AdGroups German Index and English Index achieved the best Click Through Rate (CTR). As already mentioned, the focus was on the English campaign and therefore its daily budget was higher than for the German campaign. All keywords were very specific, therefore less expensive and with a low concentration of competitors. The pie chart below displays the countries from where people clicked on KASAPA Ltd.'s Homepage:



As seen on the pie chart above, Germany represents the most clicks followed by Austria. The UK, Belgium, the Netherlands and Switzerland have similar results. Between 21 and 23 clicks on the website were counted from these

countries.

The following diagram gives an overview of the key metrics clicks, costs and impression divided by 1,000 per day for all campaigns:



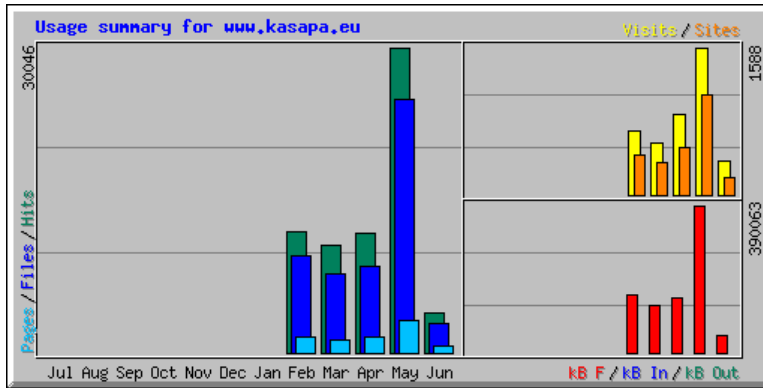
As already mentioned, the daily budget was not used. Therefore, CPC of two campaigns were changed. As the daily budget still was not spent after five days, the quotient of the keyword selection list was raised. Through this measurement more keywords were added to every AdGroup. The daily budget and the CPC were set higher. Despite these changes, the metrics costs, clicks and impressions per day declined in the second week. On May 13<sup>th</sup> the amount of clicks and costs per day recovered slightly. From May 16<sup>th</sup> the budget for several campaigns as well as the CPC were raised almost every day. Another change was the setting of the main keywords which were initially launched only on when fewer users are expected to look for a holiday online. After that change the main keywords' campaign was taken out for the whole day. The CPC of strong keywords with a lot of impressions (e.g. travel Africa) were raised. These keywords are considered as very unspecific for this campaign. On May 17<sup>th</sup> the text of some advertisements was changed. Thereby, it was minded that the text was formulated more attractive in regard to the target group which should lead to more clicks. As illustrated on the graph above, the tendency at the end of the campaign was that costs and impressions rose but clicks declined.

#### 4. Conclusions

Using very specific keywords that were chosen at the beginning of the campaign, it was not possible to spend the entire amount of 200 USD within three weeks. In the devolution of the

campaign more unspecific keywords were added. Therefore, it was possible to use almost the whole budget. However this method does not make any sense in regard to address to the specific target group of KASAPA Ltd.

### 5. Future Recommendations:



Evidenced by the figure next to the text, May was a strong month referring to the traffic on the homepage of KASAPA Ltd.. As we compare the total clicks in April 2010 (863

clicks) with the total click in the campaign month May 2010 (1588) of the KASAPA Ltd. homepage, we can see that our goal to reach more traffic is achieved. Therefore, in our opinion Google AdWords is definitely a good tool to raise publicity of the company. As it is necessary to use keywords that are as specific as possible to reach the required target group and as the expectations of queries with such words are low, we think that the budget of 200 USD during such a short operating time of three weeks is too high. According to experience KASAPA Ltd. guests book their trips two years after the first contact with the company. For that reason, it would make sense to use the Google AdWords tool over a longer period. In reference to reach English speaking people, we recommend to hire a native speaker, who will support the company by selecting suitable keywords and fitting advertisements for the English campaign.

Concerning the homepage of the KASAPA Ltd., it should be considered to integrate a booking tool. Through this measurement, the success of Google AdWords campaigns can be measured more clearly. It is also recommended to revise the whole KASAPA Ltd. homepage. For example, the front page should only give general information and arouse interest on the customer's side. At present, the first page is overloaded with a lot of detailed information which also iterates the subcategories on the navigation bar. The highlighted indication of the received TODO Award in the year 2000 should not be displayed on the first page either as this information is antiquated.

## **Learning Component**

### ***1. Learning objectives and outcomes***

While participating on the Google AdWords Challenge, we hoped to learn more about the online marketing tool, which included the positioning of advertisements and how CPCs are measured. Furthermore it was interesting understand how to spend a certain budget reasonably over a specified time period. While conducting several changes and experiencing the Google AdWords tool, we were able to understand how the positioning of the advertisements works and how CPCs emerge. As the campaign has finished, we think that Google AdWords is a good tool in order to raise publicity for a company or an organization. This is due to the fact that more people use search engines to get to the online information they want to have. An unexpected outcome for us was that we were not able to spend the entire budget of 200 USD within the three weeks running time of the campaign.

### ***2. Group dynamics***

The group dynamic was very good as we know each other for almost three years and are used to work together from several other projects. A challenge was to meet every day to monitor the course of the campaign. Nevertheless we were able to observe the devolution of the campaign which resulted from our demanded flexibility.

### ***3. Client dynamics***

The cooperation with KASAPA Ltd. was very good. We never had problems to get in touch with our contact person. All the information required for this challenge was provided, even though former statistics were not available right away. That problem was solved by contacting the webmaster and the company that manages the analysis of the KASAPA Ltd. homepage. Furthermore, our client was very interested in the challenge and its outcome. KASAPA Ltd. wants to use the results and the experience of participating in the campaign for further actions within its online marketing. In general, we are able to say that working with KASAPA Ltd. was very good and was therefore a great cooperation partner for this project.

### ***4. Future recommendations***

If the campaign would start all over again we would work closer with the cooperating partner and keep them more updated during the campaign. As the Google Challenge was a very interesting and practical project, we wished that we would have had more time to work intensely with the tool. Unfortunately we had a lot of projects besides to the Google



AdWords Challenge and were not able to spend more time to get a closer look into online marketing. In total, the team is satisfied with the outcome of the project and learned a lot by participating in the Google Challenge.