

# **AdWords Post-Campaign Report**

## **Executive Summary**

### **Campaign Overview**

Z-Ultimate Murrieta is a martial arts dojo that aims to not only teach students martial arts moves, but to develop their student's self-esteem and self-confidence as well. Our team created and ran a Google Adwords campaign for Z-Ultimate for three weeks in April 2018. Our total cost of the campaign was approximately \$250. This money was put into Google Adwords in order to attract potential customers to the dojo and to have them sign up to become students. The campaigns we ran were *Military Students*, *Self Defense Students*, and general *Martial Arts Students*.

### **Key Results**

The three campaigns reached 8.11 thousand impressions with a CTR of 1.92% and a total of 152 clicks. The *Military Students* campaign had the highest CTR of 3.60%, but the *Martial Arts Students* campaign had the most clicks - with 56 clicks to the website we created for the dojo.

### **Conclusion**

During the Adwords campaign, we learned that keeping daily tabs on campaigns is extremely important to have a successful project. We found that not all campaigns will have the same outcome, but by optimizing the structure and changing budgets, results will increase.

### **Future Online Marketing Recommendations**

We are transferring the website we created for the campaign to the dojo's sensei so they no longer need to rely on the general Z-Ultimate corporate website. We believe that if they want to yield significant search results on a future Adwords campaign it would be beneficial to input more Murrieta location specific information and make sure the keywords reflect that content. The dojo could also consider branching out to other social media platforms besides Facebook in case students want to stay connected through other services.

## **Industry Component**

### **Campaign Overview**

Our campaign was structured in three sub-campaigns tailored to three specific target audiences: 1) *Self-Defense Students*, 2) *Martial Arts Students*, 3) *Military Students*, with different keywords applied. We started the campaign on March 26<sup>th</sup> and ended on April 17<sup>th</sup>, running the campaign for three weeks.

Altogether, eight Ad groups were implemented with a total of 118 keywords put into use. Four Ad groups were for *Martial Arts Students* (*MMA*, *Jiu Jitsu*, *Karate*, and *Kung-Fu*), two for *Self-Defense Students* (*Self-Defense Class* and *Self-Defense Techniques*) and two for *Military Students* (*Weapon & Knife Training* and *Kenpo Classes*). Throughout the course of the campaign, these Ad groups and keywords were monitored periodically to evaluate changes and the potential for changing strategy. Based on the performance of each group, adjustments were made continuously. Eventually, among 118 keywords, 104 of them received impressions and 35 of them received at least one click.

### **Evolution of Campaign Strategy**

The first change was made on April 4<sup>th</sup>, nine days after the campaign had launched. We deleted the keyword “karate kid” because of its awkward phrasing and the possible confusion it created due to a movie having the same title. On the same day, 10 cents was deducted from the *Self-Defense Students* campaign and transferred towards *Military Students*. Comparatively, *Military Students* had a higher click-through rate of 5.08%. We decided to put more money into a more promising campaign with higher rate of return, in this case, higher chances of conversion. This change brought a significant rise in both clicks and impressions for this campaign. Impressions went from 72 up to 85 on the day after the switch, and went even higher on the following day, from 85 to 114, reaching the peak point of the whole campaign. Though the CTR actually dropped, there was an increase in impressions, which made the search more visible to potential customers and contributed positively to overall brand awareness of the dojo.

The second change was made on April 9<sup>th</sup>, five days after the first change. Initially we had 58 keywords, noticing the Google smart recommendation to add more, we decided to implement the advice. 60 new keywords that Google suggested were added into the keyword list. We started manually and later decided to follow Google recommendations with the added keywords, however, we still carefully examined the compatibility of each keyword to the purpose of the campaign. For example, we did not add “Brazil”, “Brazilian Jiu Jitsu in Brazil”, and “Muay Thai” because these terms were not in the scope of what Z-Ultimate teaches, therefore, they were not expected to generate significant positive impact on converting customers. As a result, we decided not to use these keywords. The end result of the change was witnessed in the increase of overall campaign impressions. From April 9<sup>th</sup> to April 10<sup>th</sup>, the overall campaign impression surged from 79 to 212, reaching the climax of the number of overall campaign impressions. Adding these keywords contributed positively to expanding the

reach of the Google Search Network ads, therefore, attracting a wider pool of internet users to the landing pages.

## Key Results

**Campaign performance.** From the campaign summary table below, we can see that the best performing campaign in terms of impressions was *Mixed Martial Arts*, which had 2,294 impressions in total. *Self-Defense Class* ad group came the second place with 1,802 impressions. These two campaigns got the most clicks as well. They were able to reach the most number of people since martial arts lovers and people interested in learning self-defense are two of the largest target customers of our client. The new website we created for the client prominently featured these two keywords as well.

Though the *Military Students* campaign did not get as many impressions as the other two, it has the highest CTR among all three campaigns. This campaign was intended to target a very specific demographic, those involved in the military who are seeking weapon training before they are deployed or after they retire. The precision in targeted demographics was paid off with higher CTR rates.

Campaign	Ad group	Impressions	Clicks	CTR	Avg. CPC	Cost
Martial Arts Students	Kung-Fu	31	1	3.23%	\$0.99	\$0.99
	Karate	299	4	1.34%	\$1.12	\$4.46
	Jiu Jitsu	1,368	21	1.54%	\$1.40	\$29.44
	Mixed Martial Arts	2,294	30	1.31%	\$1.53	\$45.80
Self-Defense Students	Self-Defense Class	1,802	39	2.16%	\$1.75	\$68.15
	Self-Defense Techniques	908	10	1.10%	\$1.65	\$16.53
Military Students	Kenpo Classes	304	9	2.96%	\$1.71	\$15.38
	Weapon & Knife Training	1,113	42	3.77%	\$1.64	\$68.90

**Keyword performance.** From the keyword perspective, the top four keywords in terms of impressions were “mma”, “martial arts”, “bjj”, and “mixed martial arts”. “martial arts” from the *Self-Defense Class* ad group and the *Self-Defense Techniques* ad group appeared twice in the top five list, and three of the four top keywords contain the variations of “martial arts,” which indicates the term’s centrality in attracting impressions for our client.

Search keyword	Ad group	Campaign	Impressions	Clicks	CTR	Avg. CPC	Cost
mma	Mixed Martial Arts	Martial Arts Students	1,745	26	1.49%	\$1.55	\$40.27
martial arts	Self-Defense Class	Self-Defense Students	1,180	7	0.59%	\$2.57	\$18.02
bjj	Jiu Jitsu	Martial Arts Students	963	15	1.56%	\$1.34	\$20.06
martial arts	Self-Defense Techniques	Self-Defense Students	520	3	0.58%	\$2.01	\$6.03
mixed martial arts	Mixed Martial Arts	Martial Arts Students	447	3	0.67%	\$1.47	\$4.42

**Ad performance.** The table below displays the top three ads which generated the most impressions and their overall performance. One of the key messages that we tried to convey to potential customers was that the instructors at Z-Ultimate Murrieta were certified, and their professionalism would guarantee the best learning results for people who want to learn martial arts and self-defense. We also included the call to action phrase “sign up for free trial” in our text ad to encourage click-throughs. One thing that might help improve the results of these ads is putting “certified instructor” in the ad headline so that it is more visible, and the ads may be more distinguishable from competitors Google Search Network ads.

Ad	Campaign	Ad group	Impressions	Clicks	CTR	Avg. CPC	Cost
<a href="#">Best Mixed Martial Arts Dojo</a> <a href="#">Sign Up Today for Free Trial</a> <a href="http://www.zultimatemurrieta.com">www.zultimatemurrieta.com</a> Train with certified instructors to get best results at Z-Ultimate Murrieta.	Martial Arts Students	Mixed Martial Arts	2,294	30	1.31%	\$1.53	\$45.80
<a href="#">Self Defense</a> <a href="#">All Ages Welcome</a> <a href="http://www.zultimatemurrieta.com">www.zultimatemurrieta.com</a> Certified instructors and private classes. Sign up today for a free trial!	Self-Defense Students	Self-Defense Class	1,802	39	2.16%	\$1.75	\$68.15
<a href="#">Best Jiu Jitsu School</a> <a href="#">Sign Up Today for Free Trial</a> <a href="http://www.zultimatemurrieta.com">www.zultimatemurrieta.com</a> Train with certified instructors to get best results at Z-Ultimate Murrieta.	Martial Arts Students	Jiu Jitsu	1,368	21	1.54%	\$1.40	\$29.44

**Impressions and CTR trends.** During the three weeks of the campaign, the team evaluated and edited the campaign on a weekly basis. The goal of the adjustments was to increase the possibility of conversion. After the first week, the team adjusted budget to bid more on the *Military Students* campaign, since it had the highest CTR and therefore the highest possibility of conversion. After the second week, the team added over 60 keywords suggested by Google Adwords to expand the reach of the overall campaign. The weekly impressions number increased, but clicks stayed rather consistent throughout the campaign, which resulted in a decreasing weekly average CTR. However, the CPC increased over time due to the increasing difficulty to get more clicks.

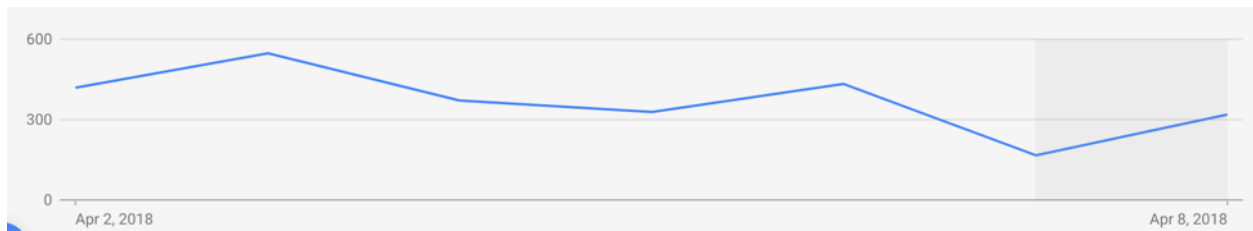
Week	Impressions	Clicks	Average CTR	Costs
March 26 - April 1	2.37K	54	2.28%	\$73.23
April 2 - April 8	2.59K	48	1.85%	\$85.81
April 9 - April 17	3.16K	54	1.71%	\$90.61

## Impressions by Week

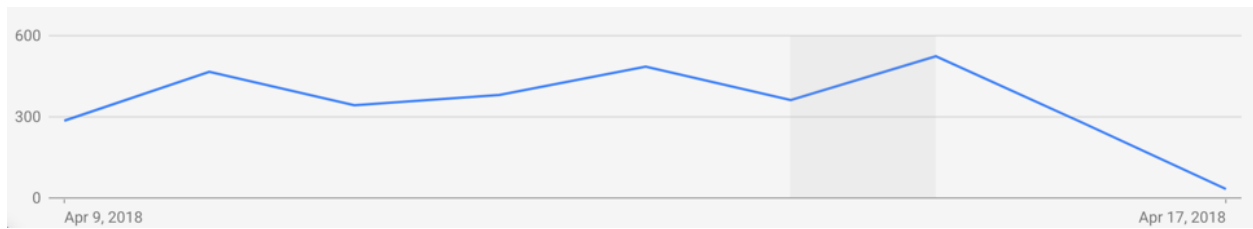
First Week: March 26 - April 1



Second Week: April 2 - April 8



Third Week: April 9 - April 17

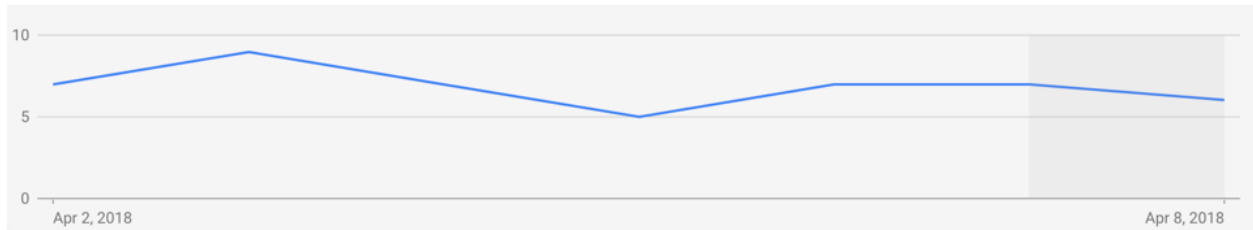


## Clicks by Week

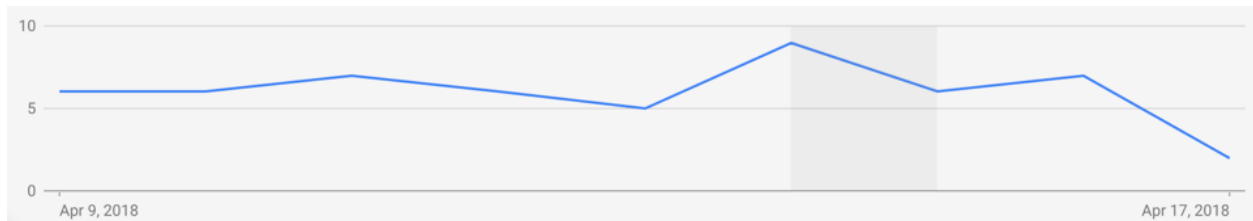
First Week: March 26 - April 1



Second Week: April 2 - April 8



### Third Week: April 9 - April 17



## Conclusion

Though no conversions were generated by the three-week Google Adwords campaign, the 8,119 impressions and 156 clicks generated for the new website and the dojo increased the dojo's brand awareness which was all completed within spending under \$250. As for the campaign performance metrics, our average CTR was 1.92% and CPC \$1.60 for all three campaigns. The most successful campaigns and ad groups turned out to contain variations of the keyword "martial arts." Through careful optimization, we managed to increase weekly impressions, though clicks stayed approximately the same over time with a slight decrease.

## Future Recommendations

There are several things we can do in the future to improve the effectiveness of the Google Adwords campaigns. First, we should make our ads more visible and distinguishable from our client's competitors. Most of our keywords were quite common in the martial arts industry and could apply to any dojo. Therefore, it could be hard for our dojo to appear on the Google Search Network due to saturation. We should try to think of more specific keywords



such as “certified instructor in Murrieta” to stand out and increase impressions. Second, it would be better to improve the website by matching its text with the keywords we used for the campaigns. The landing page we created was much more comprehensive and appealing compared with the official one. However, we did not check if all the keywords we used for the campaign could be found in the website. To achieve more impressions and clicks, we need to optimize the website further to ensure more relevant keywords can be found on the homepage.