

1. Executive summary

1.1. Campaign overview

The goal of our campaign is to create more awareness about electronic exclusion in the region of Leon, Spain. We want to promote the organization ‘Aletic’ and its activities in the region which it is located in. We decided to do 2 campaigns, 1 in Spanish and 1 in English. For this campaign we chose more than one target group, we will make different ads for every one of them. The target groups are: companies, seniors and children (the idea of pester power).

Click through rate: we hope to get 25 clicks per day.

1.2. Key results

Because our campaign only lasted one day the key results are not that good. In the graph below you can see the results of our campaign. The amount of clicks per group are shown, the total amount of clicks but also the (average) CTR, CPC and total cost.

Ad group	Campaign name	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Companies	Spanish Leon 1	Eligible	PLN1.50	auto	17	8,752	0.19%	PLN2.79	PLN47.46	1.3
Kids	Spanish Leon 2	Eligible	PLN1.50	auto	47	11,701	0.40%	PLN0.88	PLN41.21	2.2
Seniors	Spanish Leon 2	Eligible	PLN1.50	auto	2	439	0.46%	PLN0.40	PLN0.81	2.5
Companies	English 1	Eligible	PLN1.50	auto	0	0	0.00%	PLN0.00	PLN0.00	0
Total - all ad groups					66	20,892	0.32%	PLN1.36	PLN89.48	1.8

Table 1: Overview campaign results

1.3. Conclusion

We have concluded that if the organization focuses on one region or country it is better to do the campaign in the native language. By using Google AdWords correctly it is possible to make the public aware of your website in a fast and (relatively) cheap way.

1.4. Future Online Marketing Recommendations

Like we said in the conclusion Google AdWords is easy to use and a fast way to generate traffic. We definitely recommend that ‘Aletic’ starts using it themselves. They also should promote their Facebook page more, especially for awareness with the public.

2. Industry of your campaign Strategy

2.1. Campaign Overview

The goal of the campaign was to promote the organization 'Aletic'. We wanted to create more awareness about their activities and services. We also wanted to reach out to potential partners so they can join the organization.

We divided our team into two smaller teams, that way we can work more efficiently. One team focused on the report and the Facebook page and the other group on the ads. Of course we helped each other out and the communication was continuously. If there were some problems or complications we discussed it and solved it.

Because our account was suspended, the length of the campaign was drastically shorter than it was planned to be. We launched our campaign on March 4th and that is the only day that the campaign was online. We aimed to spend 100 zlotys per day.

The start of the campaign was the most difficult part. We had to come up with a strategy and suitable keywords in just a couple of hours. Very quickly we decided to focus mainly on Spain, because the organization itself is also very focused on its own region. We first looked for keywords in English, this way everybody could help to decide what keywords we were going to use. Patricia later translated them into Spanish. The process of writing the ads was very similar to the way we prepared the keywords. They were first written in English and they were translated.

2.2. Evolution of your campaign strategy

The first step of every AdWords campaign is similar; we have to segment the market, choose the relevant target groups and find good keywords for the ads. This is an important step because it is crucial to the success of the campaign. The keywords have to be related to the association and the activities they provide.

We decided to focus on two main segments. The first segment is the companies that can potentially take part in the association. The other segment is the customers that can use the services. We have 3 target groups: entrepreneurs, seniors and children. We started with one ad per group.

After the first day we saw we had no clicks, so we hoped with making more ads, we would get more clicks. We made 3 ads per group.

After a few days of trying to cope with the different problems that arose, we were given a third Google AdWords account.

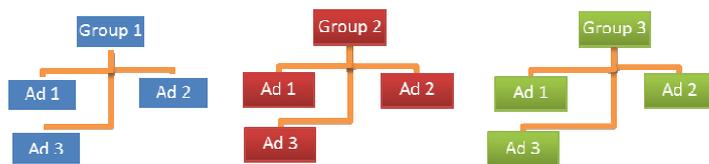


Image 1: Overview groups and ads

We kept promoting nine ads continuously; Google chose the best ads to display. This way we could control our money and get more clicks by the end of the week.

After the account got suspended again we started of with the same strategy on Monday. This time with success, all our clicks were gathered on March 4th. This depleted all our money and due to unforeseen difficulties (We received no new money and our accounts were suspended) we could not proceed with our campaign.

2.3. Key results

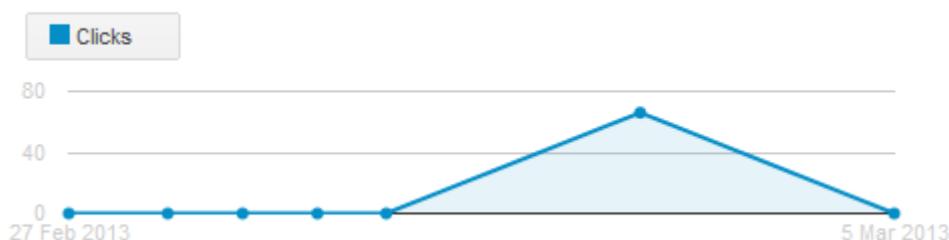
Overview of the key results of the campaign:

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Table 2: Overview campaign results

In total we got 66 clicks divided over 2 campaigns with 3 groups. The campaign in the English language did not get any clicks. The ad group that focused on kids was the most successful, it got 47 clicks. The ad group that was designed for companies was the second most successful with 17 clicks. The last ad group that was aimed at the seniors got 2 clicks.

Table 3: Overview of the clicks



Our campaign only lasted 1 day, March 4th. As you can see on the graph above we had a short success.

The campaign for the companies was the most expensive, although it did not have the most clicks. The average cost per click for this group was 2,79 zł. With 17 clicks the total cost was 47,46 zł. Therefore the campaign focused on the kids was the most efficient one, it had far more clicks than the others and the average cost per click was relatively low, 0,88 zł. The campaign for the seniors only cost 0,81 zł because it had only 2 clicks. The total cost for the campaign was 89,48 zł.

In the table below our best keywords are shown. Niños is Spanish for kids, curso means course and sociedad means society. Tic means Information and communication technologies (ICT). The best keywords in our campaign were the combinations of kids with ‘online’ and ‘curso’.

Keyword	Clicks	Cost	CTR	Avg. CPC
● curso niños	9	PLN10.01	0.95%	PLN1.11
● online niños	7	PLN5.44	0.89%	PLN0.78
● sociedad tic	2	PLN6.88	5.26%	PLN3.44
● tic niños	2	PLN2.09	8.00%	PLN1.04
● empresas tic	1	PLN3.32	1.23%	PLN3.32

Keywords with Tic have the highest Click through rate, 5,26% and 8%. For the other more successful keywords the CTR is below 1%. The average cost per clicks for our best keywords are almost all above 1 zł. Only ‘Online Ninos’ was cheaper. Keywords with tic are the most expensive.

Table 4: Overview of the best keywords

We do not have any real big successes or failures, this is mainly due to the fact that our campaign was only online for 1 day. Because of this we could not really evaluate our campaign and the key words or improve our campaign.

Overview of the key results of our Facebook page:

We liked the fact that we could communicate with the outside world about our IP. This way we could reach out to our friends, families and fans. It was also a great way to tell everyone about 'Aletic', this way we also created more awareness for them besides the AdWords campaign. It was a double win for us!



We got 116 likes on our page but because our fans have lots of friends we had a higher reach.



We did 3 to 5 posts a day. This way people will remember us without us getting annoying.

Table 5: Overview of the Facebook likes

Our fans came from 11 different countries, divided over 20 cities and speaking in 6 different languages. The photo of our trip to the brewery got the highest reach, 484. Our announcement that we got our first clicks is our most viral post. The virality percentage was just below 10%, so we assume people really are supporting us!

Image 2: 'Aletic' posted on our page



We are proud of the fact that the '*Aletic*' liked our Facebook page and supported us. They said it was a great initiative and we are really happy with the support we got!

2.4. Conclusions

Even though our campaign only lasted one day we did create some awareness for '*Aletic*'. We had a relatively high success for such a short campaign with no evaluation. So we are proud, but we wish we had more time. In spite of our short success we do think that AdWords is a good way for an organization like '*Aletic*' to promote themselves and create awareness about the problem of electronic social exclusion. The cost of the campaign for the companies was pretty high so if they want to continue with ads for that group they will have to find different or better keywords. They also should keep focusing on the kids because these are successful.

2.5. Future Recommendations

Our recommendations concerning the online marketing for '*Aletic*' is that they should definitely continue where we left off. We had contact with them about the campaign and it is not a problem for us to send them the information we have gathered. Information about the keywords, etc. Google AdWords is a relatively easy and cheap way to promote your organization. It is something you will learn by doing it, so when you start you probably will not have a big success. But as the campaign goes on and analytics are gathered, the person and the campaign will gradually improve.

We also want to recommend them to be more active on Facebook. It might be cliché but Facebook is a way to reach a great amount of potential partners and customers. There is no doubt that Facebook is the most popular Social media platform right now and companies should use it. Of course it requires a strategy but with so many companies and people involved there is bound to be someone who is an expert. Especially because the organization focuses on ICT.

3. Learning component

3.1. Learning objectives and outcomes

For many people in our team this was the first time to work with people from different countries or the first time to work with AdWords. From the beginning it was clear this was going to be a unique experience. We all wanted to learn from each other and **the other cultures to become more educated.**

It was a goal for many of us to learn more about **online marketing and especially AdWords.** Because we all are marketing students or take (international) business related courses.

We definitely learned a lot from one another and the cultures. So we had to adjust to our team, but we managed to do that very well. We also **learned to cope with disappointments and be patient.** Because in the first week the Google AdWords account did not work. So we had to start over three times, but before we could start over every time we had a lot of waiting to do. This was unexpected but we are convinced we handled the unforeseen circumstances pretty well.

We all really liked our time in Poland and Katowice. We had some amazing experiences, we worked hard and we all made new friends. We will all go home with a positive memory about the project and the people involved.

3.2. Group dynamics

From the beginning we had a very clear vision about how we were going to work. We all were on the same line, which was good for the atmosphere in the group and the campaign. Because we all had similar visions and thoughts there were very little problems. Of course we had some problems with the account being suspended but that had nothing to do with the group dynamics. We could work very efficient because we divided the work between two teams.



For example, deciding on the keywords and the writing of the ads we did well. Both processes were fluent for us and without difficulties. Of course there were some discussions but they never escalated.

The rest of the week we worked pretty much in the same way. We discussed our campaign with each other and divided the work. We only had very few problems or arguments in our group, so we did not have any challenges with the group dynamics. We are really proud of the fact that we could work together so easily. This was unexpected for us because we all have a different culture and we did not know each other before this program.

3.3. Future recommendations

Because of the problems with the account we could not evaluate the campaign so it is hard to tell what we could do differently. The only thing we would do different based on the short time we had, is that we should take more time deciding on good keywords. Some of the keywords were pretty expensive, like on the companies AdWords group and some other keywords were not really effective.

We would not change anything about the way we worked. We only had 3 computers for 6 people so not everybody could work at a computer at once. By dividing the work like we did, we could do more at the same time and we could help each other. If you let someone do one thing without someone else checking it you cannot guarantee that the work will be of the expected quality.

<http://www.facebook.com/pages/ElectroniccSpain/158156431008172>

Our Facebook page