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Post Campaign Report: Shady's Burgers and Brewhaha

Executive Summary

Campaign overview

Shady's Burgers & Brewhaha (Shady's hereafter) is a restaurant that provides gourmet burgers along with craft beers to hungry food seekers in the Richardson and Lake Highlands areas. On top of serving food Shady's works with the community by creating fundraisers for multiple organizations. Shady's continue to be involved by hosting live music events with their open patio from time to time.

Social media channels for the restaurant include Facebook, Twitter, and Instagram which are used to further the brand reach and establish a brand image. Continued marketing efforts outputs that aren't strictly social media involve hosting events, creating partnerships with other organizations, and even fundraising. The restaurant is home to many craft beers especially those that are crafted here in the Dallas city. Shady's has been mentioned multiple times in local magazines and papers for their food and business growth.

Key results

We accumulated a total of 92 clicks with an average of CPC of $0.23 and a CTR of 1.75%. Over the two week campaign, we were able to improve our results by eliminating useless keywords as well as by introducing more relevant ones.

Conclusion

This campaign seemed to flow pretty effortlessly due to to group effort. Each member utilized information gained in class as well as the tools offered through Google AdWords to increase awareness and reach goals.

Future marketing recommendations

This campaign seemed to be on the right track but it was pretty seriously limited by time and money. In future campaigns, we would like to extend the campaigns to better monitor patterns and customer behavior as well as increase our budget. Along with a bigger budget we would also set up more specific campaigns to reach as big of an audience as possible.

Industry Component

Campaign overview

Shady's main goal during our campaign period was increasing awareness since they are currently looking to open a third location in a new area. To achieve these goals, we established a campaign with 18 keywords. Each of these keywords would direct the customer to a corresponding landing page; for example; if the keyword/phrase had the word "menu" then the customer would be directed to the Shady's Menu or if the customer used the words "live music" they would go to Shady's special events tab.

The campaign ran from October 30th to November 13th with a $150 budget with a daily allotment of $4.29 This was divided amongst our possible keywords which fluctuated slightly as we made modifications. The campaign was monitored by each member of the group on a rotation. Since the campaign was so short and our ad was doing fairly well we never got the chance to explore all the tools provided by AdWords such as the Ad Preview and Diagnosis Tool or the AdWords report, but we did use the Location targeting to access customers within a 15 mile or so radius. One of our goals was to get the awareness of the local community especially since one of their locations is only minutes from a busy college campus as well as a family-oriented suburb. Since we were trying to catch as big of an audience as possible, our keywords were all inserted as broad match; when someone searches for a burger joint we want to be able to catch any variation of that search to cast the widest net possible.

Evolution of campaign

The first major change made to our campaign was the alteration of the landing pages. Originally the user would be brought to the main page no matter what keyword brought them there. However, when a customer types in a specific keyword, they often expect a specific landing page and it can be off putting if they have to hunt for what they want. The next alteration we made was reexamining our keywords. Some were not bringing in any eyeballs and were only dragging down the rest of the campaign. To rectify this, many keywords were removed and a few were inserted as a replacement. On our budget we needed to remember quality not quantity.

Key results

Overall our campaign met the given goal of a 1.0% CTR with a total of 92 clicks and an average of $.023 CPC

Chart 1: CTR and CPC statistics

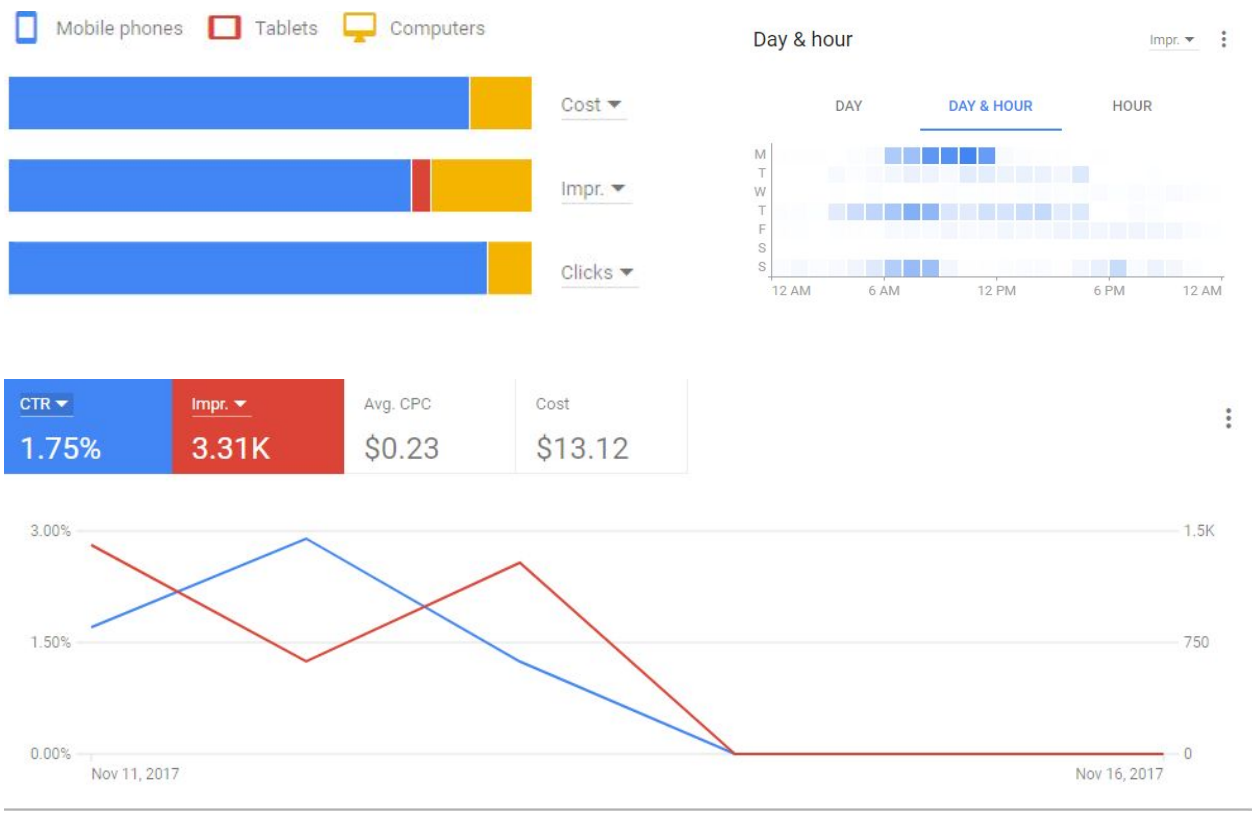


Chart 2: Keyword Statistics



Conclusion

We surpassed our goal with a finishing CTR of 1.75% and a CPC of $.023. Over the course of our two week campaign we were able to dramatically decrease the CPC and boost the CTR while staying within our $150 budget.

Future Recommendations

Our biggest obstacle was the budget, in future campaigns, a larger budget and a more comprehensive understanding of all Google AdWords tools would greatly improve results. Using different types of keywords as well as introducing negative matches could greatly increase potential customers. We would also try more specific campaigns running side by side. This would allow for better targeting and ultimately a better conversion rate.

Learning Components

Learning objectives and Outcomes

Our team set up the several learning objectives: to communicate with client professionally, to run a campaign successfully, and check the status of the campaign on a daily basis. The team learned that how to use the tools for adjusting AdWords campaign, how to create the effective keywords for each ad groups, and how to set up the daily budget for the campaign.

As an expected outcome, we had an opportunity to practice the Google Adwords campaign, and we had an online advertising experience.

Group dynamics

As a group we had to learn to coordinate amongst one another to ensure that everyone was taking their turn monitoring our campaign and learning from the project. We had to keep in regular contact to work on our projects and set up meeting points to talk with the manager of Shady's. Luckily everyone in the group was good with communication doing their share of work. The only challenges we faced was coordinating our schedule to meet with the manager of Shady's.

Client dynamics

We had no problems talking/working with the client. The manager of Shady's was very understanding of college students using a local company for a project

We did not originally meet with the decision maker of Shady's, however the location manager was able to help us get his contact so that we could reach out to him.

Future recommendations

As a group there isn't anything to change. We all worked together and did our part to ensure the success of our project. If it weren't for our varying schedules, we could have planned more in-person meeting, however we were still able to work as a team and complete our assignments together.