

AdWords Campaign: East Lansing Hannah Community Center



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Agenda

1. Client & Campaign Overview
2. Campaign Goals & Operational Details
3. Campaign Strategy & Key Results
4. Future Marketing Recommendations
5. Learning Component & Client Dynamics
6. Future Recommendations

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Client & Campaign Overview

Jocelyn Cronin



Client Overview

Fitness Center

**Fitness and Art
Classes**



**Gymnasiums and
Swimming Pool**

Meeting Spaces

East Lansing Hannah Community Center

819 Abbot Rd
East Lansing, MI 48823

www.cityofeastlansing.com/824/EL-Hannah-Community-Center



Fitness Passes

Daily, 10-day, 6-month, and annual passes available for residents & non-residents

Structure of Campaigns

Campaigns	Fitness Passes	Group Exercise	Visual & Performing Arts
Ad Groups	<ol style="list-style-type: none">1. Gym Membership2. Open Swim	<ol style="list-style-type: none">1. Fitness Classes2. Sports Leagues3. Swim Lessons	<ol style="list-style-type: none">1. Visual Art2. Dance

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Campaign Goals & Operational Details

Laura Kring

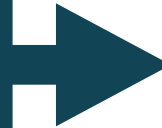
Campaign Goals

Goals for Campaign (March 21 - April 11)

8.75% Click Through Rate

175 Clicks

2,000 Overall Impressions



Methods for Accomplishment

Utilized over 400 keywords

Customized Ad Copy

Optimized Landing Pages

Call Extensions

Monitored Campaigns for Clicks &
Impressions Every Other Day

Adjusted Keyword Bids &
Campaign Budgets Weekly

Budget Overview

Date	Budget Split		Campaign 1: Fitness Passes	Campaign 2: Group Exercise	Campaign 3: Visual & Performing Arts
	Percentage	Weekly Spend	40% (Planned)	30% (Planned)	30% (Planned)
Week 1 Results March 21-27	4.47%	\$8.94	\$1.26 = \$0.18 per day	\$3.62 = \$0.52 per day	\$4.06 = \$0.58 per day
Week 2 Results March 28-April 3	32.98%	\$65.96	\$26.03 = \$3.72 per day	\$21.01 = \$3.00 per day	\$18.92 = \$2.70 per day
Week 3 Results April 4-11	69.5%	\$139.00	\$56.16 = \$7.02 per day	\$38.04 = \$4.76 per day	\$44.47 = \$5.56 per day
Total Spend	107%	\$214	\$83.45	\$62.67	\$67.45

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Campaign Strategy & Key Results

Sara Kring

Performance Overview





Strategy Evolution

Week 1

- 400 keywords were standardized to \$0.50 each
- Keywords were a mix of phrase and broad match

Week 2

- Increased traffic by increasing keyword bids
- Converted keywords with phrase match to broad match
- Redistributed the budget since only \$8.94 was spent in the first week

Week 3

- Increased keyword bids to receive higher page rankings
- Only \$74.90 was spent by the end of the second week so funds were redistributed to utilize the remainder of the budget

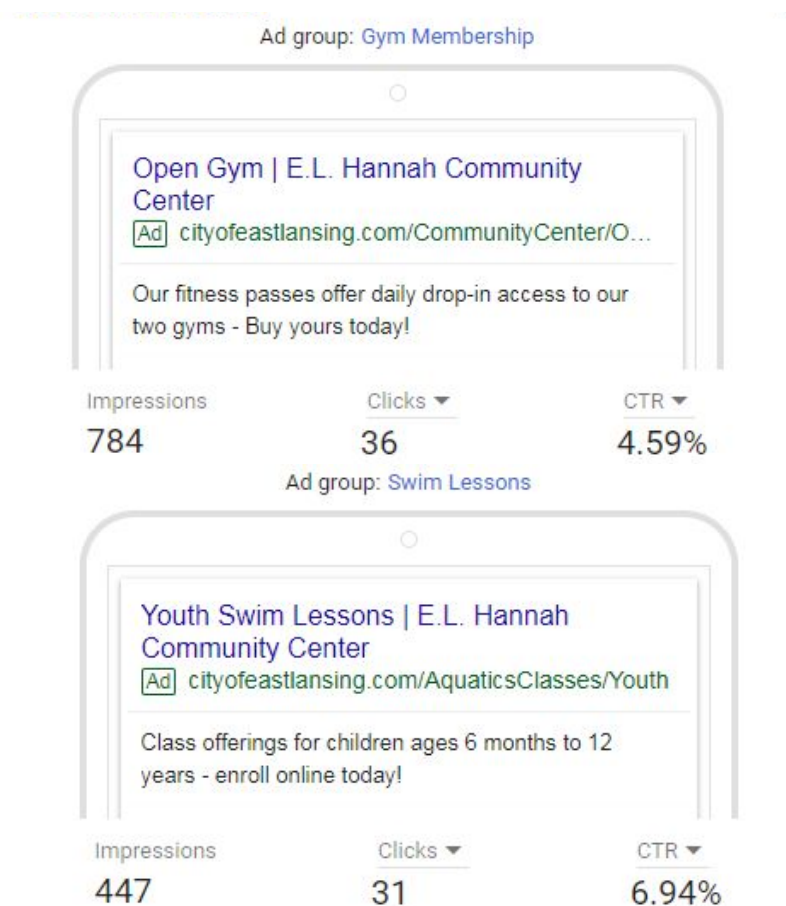
Top 5 Keywords - Impressions

	Cost ▼	Impressio... ▼	Clicks ▼
● +gym	\$32.54	553	22
● +swimming	\$26.88	541	24
● art and painting classes	\$13.63	236	12
● +ceramics	\$6.79	185	4
● gyms near me	\$13.03	184	6

Top 5 Keywords - Clicks

	Cost ▼	Impressions ▼	Clicks ▼
● +swimming	\$26.88	541	24
● +gym	\$32.54	553	22
● art and painting classes	\$13.63	236	12
● +swimming +lessons	\$10.30	92	11
● ballet lessons for adults	\$7.67	72	9

Most-Shown Ads



Key Campaign Results

Campaign	Ad Group	Clicks	Impressions	CTR	Avg. CPC	Cost
Fitness Passses	Gym Membership	51	1,074	4.75%	\$1.42	\$72.25
Fitness Passses	Open Swim	19	237	8.02%	\$0.59	\$11.20
Group Exercise	Fitness Classes	1	22	4.55%	\$0.39	\$0.39
Group Exercise	Sports Leagues	26	418	6.22%	\$0.83	\$21.55
Group Exercise	Swim Lessons	39	809	4.82%	\$1.04	\$40.73
Visual & Performing Arts	Visual Arts	44	790	5.57%	\$0.89	\$39.22
Visual & Performing Arts	Dance	29	384	7.55%	\$0.97	\$28.23
Totals		209	3,734	5.60%	\$1.02	\$213.57

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Future Marketing Recommendations

Natalie Landis

AdWords Recommendations

Campaigns	Fitness Passes	Group Exercise	Visual & Performing Arts
Ad Groups	<div>1. Gym Membership</div> <div>2. Open Swim</div>	<div>1. Fitness Classes</div> <div>2. Sports Leagues</div> <div>3. Swim Lessons</div>	<div>1. Visual Art</div> <div>2. Dance</div>

Adjust for Seasonality



After-School Programs

August & September



Summer Camps

April, May & June



New Year's Gym Memberships

December & January

Website & Social Media Recommendations

Clear separate pages for each of their offerings

Allows for tracking clicks for the different programs

Change the registration process to be more simple

Makes the process easier & more user-friendly

Create their own social media accounts to separate them from the City of East Lansing

Separation will allow the center to promote its own content & resources

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Learning Component & Client Dynamics

Emily Chaben



Learning Experience and Client Dynamics

Learning Objectives

- Knowledge of Google AdWords platform
- Resume builder
- Managed campaign with tangible results



Client Objectives

- Difficulty with landing pages
- Inability to work directly with the Hannah Community Center
- Could not measure conversions without access to website metrics

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Future Recommendations

Emily Chaben



Future Recommendations



Work directly with the client to attain sales data



Only promote classes & programs with low enrollment



Complete AdWords certification
prior to next campaign



QUESTIONS?