**Client Profile:** TheEast Lansing Hannah Community Center is a neighborhood center located in East Lansing at 819 Abbot Road offering various activities for community residents of all ages. Its offerings include meeting spaces, a fitness center, pool, personal training, aquatics, fitness and art classes, and two gymnasiums, all of which may be viewed in more detail on its website: (https://www.cityofeastlansing.com/824/EL-Hannah-Community-Center). Community members have the option to rent various spaces, such as their banquet room, classrooms, theater, swimming pool, and gym for special events, birthday parties and wedding receptions. The fitness center includes a variety of cardio equipment, strength training equipment, free weights, and personal training services. Fitness classes range from traditional aerobics to more recent fitness trends, such as Zumba, yoga, and tuBarre. The community center also boasts several sports leagues and clinics ranging from youth to adult for basketball, floor hockey, volleyball, softball, etc. The community center also offers classes in the visual and performing arts, including ballet, Irish, lyrical and hip hop dance classes and art classes focusing on drawing, painting, and ceramics. Further, Hannah Community Center offers over 200 senior programs for those over age 55 in the areas of art, film, technology, health, fitness, finance, etc. Community residents may purchase memberships or register for classes online or in-person. Regarding social media, Hannah Community Center does not operate its own social media accounts specifically for promoting the community center. Instead, the facility is affiliated with the City of East Lansing social media platforms, with presences on Facebook, Twitter and Instagram.

**Market Analysis:** The East Lansing Hannah Community Center offers a wide range of activities and programs, attracting consumers ranging from preschoolers to seniors citizens whom mainly reside in the greater Lansing area. Their offerings appeal to consumers looking to be involved in the community by being active physically and mentally through fitness memberships, group exercise classes, aquatics, sports leagues, and visual and performing arts classes. The community center currently occupies the competitive and saturated gym and recreation center market in the greater East Lansing area, with over 20 similar facilities located within a 15-mile radius of the community center. Their main competitor is the YMCA, which has two locations in the Lansing area, and offers similar programming for preschoolers through seniors including fitness memberships, aquatics, group exercise, and sports leagues. The YMCA differentiates from the Hannah Community Center by offering health and wellness classes for those with diabetes and other chronic illnesses, and education and leadership programs for disadvantaged youth. In addition to the YMCA, the Hannah Community Center also faces competition from local gyms, including Planet Fitness, which offers more affordable memberships, and Powerhouse, which specializes in weight-lifting. The Hannah Community Center differentiates itself in this saturated market by also offering visual and performing arts programs, positioning itself as a gathering place for East Lansing residents to foster well-rounded, healthy lifestyles. In terms of seasonality, the community center’s class offerings and leagues rotate based on weather conditions, with more outside programming offered during warmer months.

**Current Marketing:** Currently, the East Lansing Hannah Community Center is using several website marketing elements. On the website, users can access information regarding various services and products including the gym schedule, fitness passes, event spaces, personal training programs, etc. The website generates sales when users create an account and register for memberships or enroll in programs. For customer service, users are able to contact the Hannah Community Center via email, phone, or online forum. Users can also stay informed with the latest news from the community center by subscribing to newsletters, along with phone and email notifications. In terms of its strengths, the website offers ample information with its detailed brochures and user profiles, fostering high levels of consumer engagement. Additionally, the website attracts a substantial amount of traffic due to its linkage to the City of East Lansing Parks and Recreation page, drawing East Lansing residents browsing local events and offerings to the community center’s programs. In terms of weaknesses, the interface is not user-friendly, with several pages containing overwhelming amounts of information and linkages between subpages failing to have a logical flow. The class registration process is also lengthy and difficult to navigate, which could result in users abandoning the process and, in turn, lost sales for the community center. The website currently has 100% organic clicks, 7 organic keywords, 377 estimated monthly SEO clicks at $269, and 21 Facebook shares (Spyfu).

**Conclusion:** Our campaign aligns with the East Lansing Hannah Community Center because we will focus on increasing community awareness for its services as well as drive action to the website for users to download brochures, create accounts, and purchase memberships, therefore increasing the effectiveness of its marketing activities and thereby increasing sales. By directing traffic to the fitness passes, group exercises, and visual and performing arts pages, we will be able to help the community center have a broader and more impactful reach.

**Proposed AdWords Strategy**: The two primary goals of the AdWords campaign are to increase community awareness for the services offered by the East Lansing Hannah Community Center and drive action with conversions via CTRs to the community center’s website, along with clicks to landing pages for account creation, brochure downloads, and membership and class purchases. The account will have three Google Search Network (GSN) campaigns focusing on the organization’s three core products: 1) fitness passes 2) group exercise and 3) visual and performing arts. The campaigns will target residents who live within a ten-mile radius of the community center because they have the greatest likelihood of utilizing its services. The campaign keywords will primarily utilize Broad Match Modifier and Phrase Match. In order to avoid irrelevant search queries for services affiliated with Michigan State University, online class instruction, or purchasing workout and art supplies from retail stores, negative keywords like MSU, Michigan State University, athletic equipment and art supplies will be avoided.

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| **Campaigns** | **Fitness Passes** | **Group Exercise** | **Visual & Performing Arts** |
| **Ad Groups (2-4)** | 1. Gym Membership
2. Open Swim
 | 1. Fitness Classes
2. Sports Leagues
3. Swim Lessons
 | 1. Visual Art
2. Dance
 |
| **Keywords (5-10)** | **Paid**: Gyms near me, gym membership, fitness, gym | **Paid**: Fitness classes near me, exercise, swim lessons, swim, soccer, basketball, pickleball, floor hockey, hockey, karate, tai chi, zumba, yoga | **Paid**: Pottery, painting class |
| **Free**: community center, community center near me, gym membership near me, exercise , open gym, open swim | **Free**: swimming, soccer league, basketball league, pickleball courts near me, hockey league, zumba classes, workout classes, youth activities | **Free**: dance lessons, art class, pottery classes near me, ballet classes, ballet lessons, lyrical dance, irish dance classes, irish dance lessons, irish dance, hip hop dance classes, hip hop dance lessons, art workshop, pottery for kids, youth activities  |
| **Negative Keywords** | MSU, Michigan State, Michigan State University, college, equipment, video, school, free, online | MSU, Michigan State, Michigan State University, Spartans, college, school, free, online, store, Detroit, Pistons, Red Wings, Tigers, Lions, home | MSU, Michigan State, Michigan State University, Spartans, college, supplies, stores, video, online, free, tutorial |
| **Geo-Targeting** | East Lansing, Lansing |
| **Device Targeting** | Mobile and Desktop |
| **Success Indicators** | Awareness of Offerings, Drives to Action |

The following ad copies are examples of AdWords ads we will run for our three campaigns. Alternative versions of each ad will run to determine which format has the highest CTR, with the highest performer to be used as our primary format for the remainder of the campaigns. Ad extensions such as location extension, call extension, consumer ratings extensions and sitelinks will be used to increase advertisement credibility, which will in turn, increase CTRs.

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| **Sample Ad Copies** |
| **Campaign: Fitness Passes** | **Campaign: Group Exercise** | **Campaign: Visual & Performing Arts** |
|  |  |  |

**Budget:** The first campaign will have the greatest emphasis as fitness passes are the community center’s primary focus (40%), with remaining funds split evenly amongst the two categories of class offerings (30% each). For allocating the $200 budget across three weeks, week one will have the lowest budget (25%) as ads will be tested during this week and eliminated if they have low CTRs. Ads will become more optimized by week two, and the largest portion of the budget (40%) will be allocated to week three as the most conversion-favorable ads will be running. The bids of each keyword will be done manually in order to have a greater control over costs.

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| **Date** | **Budget Split** | **Campaign 1:** **Fitness Passes** | **Campaign 2:** **Group Exercise** | **Campaign 3:** **Visual & Performing Arts** |
|  | **Percentage** | **Weekly Spend** | **40%** | **30%** | **30%** |
| **Week 1** | 25% | $50.00 | $20 = $2.86 per day | $15 = $2.14 per day | $15 = $2.14 per day |
| **Week 2** | 35% | $70.00 | $28 = $4.00 per day | $21 = $3.00 per day | $21= $3.00 per day |
| **Week 3** | 40% | $80.00 | $32 = $4.57 per day | $24 = $3.43 per day | $24 = $3.43 per day |
| **Total Spend** | 100% | $200 | $80.00 | $60.00 | $60.00 |

**Objectives and KPIs**: To chart our goal progress towards increased offering awareness and conversions, we will use average CPC, CTR, and total clicks as our KPIs. After testing keywords in AdWords Keyword Planner, the average CPC is estimated at $1.15. In order to maintain the budget of $200, more costly keywords and phrases were avoided. In terms of measuring overall success, the goal is to drive conversions by achieving 8.75% CTR, 175 clicks across all campaigns, and increase awareness of service offerings by attaining 2,000 overall impressions.