

AdWords Business Pre-Campaign Strategy Report - The Arts Council of the Valley

Client Overview

Client Profile: The Arts Council of the Valley (The Council) is a 501(c)3 non-profit organization dedicated to cultivating and promoting arts and entertainment in West-Central Virginia. The Council staffs two full-time and one-part time employee at their main office. The main office also houses as an art gallery known as The Smith House Galleries, which displays artwork available for sale. The Council operates a local theater known as The Court Square Theater (The Theater) which staffs five part-time employees. The Theater sells tickets for film showings, theatrical performances, and concerts. The Council also features “First Friday” events that showcase a tasteful variety of creative work from local artists. On the first Friday of every month, from 5-8 p.m., attendees visit different art galleries, restaurants, shops, and listen to musical performances. Mr. Mark Frinks serves as The Theater’s Manager and is the key online marketing personnel. The Council was established in 2000 by a group of locals who dreamed of enhancing and fostering the arts in the community. Their URL, valleyarts.org, has an established locational presence in **Google My Business**. The Council’s social media platforms include Facebook, Twitter, and Instagram. In terms of the company presence and sales, the Council’s revenue is generated through donations and theater ticket sales. The Theater sells tickets for all of their shows and performances both online and at the door. Other relevant information is that The Council contributes philanthropically to the community through *Advancing the Arts* grants, which have distributed over \$325,000 to emerging artists and educators that promote the arts.

Market Analysis: The Council is in the arts and entertainment industry and the Council’s current customers are locals aged 54+ from two counties in West-Central Virginia. Potential customers for The Council include the 21 to 34 year old professional demographic in the same location. The Council’s main goals are to increase attendance at The Theater for the aforementioned target market and to increase attendance to First Friday events for people of all ages. The primary competitor to The Council is the Regal Cinema located in West-Central Virginia. Secondary competitors include a local university’s performing arts center and a movie theater. A potential competitor for The Council is the American Shakespeare Center, which is located 40 kilometers away from The Theater. Since 2000, The Theater’s revenue has tripled, indicating that the local arts and entertainment industry is competitive and growing. The Council is positioned as the only organization of its kind in the West-Central Virginia area that specializes in non-profit arts. Two unique selling points are:

1.) low prices of theater tickets which are 25% less expensive than the leading competitor, and 2.) a convenient location situated within walking distance from local restaurants and art galleries. The Theater does not experience seasonality due to a routine schedule of artistic performances and movie showings throughout the entire year. In terms of other relevant information, **Google Trends** showed that there has been a steady increase in search volume for The Theater over time.

Current Marketing: The Council carries out their mission to promote the arts through their website, which is used to generate awareness, provide information, and sell tickets. The website's weakness is that the contact information and social media thumbnails are not located in visible areas on top of the website's pages. Some of the website's strengths includes the quality of information it provides visitors in a mobile- and desktop-friendly manner. Another strength of the website is that it features calls-to-action for readers to opt-in to The Council's newsletter. Presently, the newsletter has 6,000+ members with an open rate of approximately 20%. Both the website and the newsletter have calls-to-action that entice readers to join The Council's membership program. The membership program offers 20% off ticket prices and free popcorn at all Theater events. The Council uses Google and Squarespace Analytics to track behavior on their website. The **Google Analytics** Demographics and Interests Report shows that the website lacks visits from people classified in the Arts and Entertainment interest group. The report indicated that the majority of website visitors are classified in the Sports/Individual Sports/Running and Walking interest group, which is a group that The Council is not trying to reach. The only other online advertising medium The Council uses is sponsored ads on Facebook. Current offline promotion of the website includes hanging flyers on exterior walls and inside local businesses.

Conclusion: The Council's main goals are to raise awareness of The Theater to the 21 to 34 year old professionals that they are currently struggling to reach, while increasing overall attendance to The Theater and First Friday events. Google AdWords should be beneficial to The Council because it offers demographic targeting by geography and age, as well as by interest groups. These targeting options can be instrumental in expanding The Council's audience. Both the **Google Search Network (GSN)** and **Display Network (GDN)** are powerful channels to increase awareness and interest in the arts, entertainment, and creative works in the local community. The Council has a limited budget and AdWords can help achieve their marketing goals in a cost-effective and efficient manner through the ability to adjust bids while targeting specific audiences.

Proposed AdWords Strategy

Based on The Council’s marketing goals, there are five campaigns and 30 Ad Groups. The **Brand Campaign** directs traffic to The Council's homepage to ensure that The Council is visible when the brand loyal audience is searching. The Council’s main goals are to generate awareness for the arts and increase ticket sales at The Theater. Thus, the account structure includes a **Theater Campaign**, in both the **GSN** and **GDN**. The **Performances Campaign** directs searchers to upcoming performances based on branded queries about names of shows or artists. The **First Fridays Campaign** targets users who are seeking information about the First Friday events in the downtown area. This campaign is important because another one of The Council’s goals is to increase attendance at these events. A sample of the proposed keywords and Ad Groups for the **GSN** are illustrated in **Table 1**.

Table 1: GSN Campaigns, GSN Ad Groups and Sample Keyword Match Types

Brand (GSN)	Theater (GSN)	Performances (GSN)	First Fridays (GSN)
<p style="text-align: center;"><i>Arts Council Ad Group</i></p> <ul style="list-style-type: none"> •[arts council of the valley] •+arts +council +valley 	<p style="text-align: center;"><i>Theater Ad Group</i></p> <ul style="list-style-type: none"> •[court square theater] •+court + square +theater 	<p style="text-align: center;"><i>Musical Performances Ad Group</i></p> <ul style="list-style-type: none"> •[tim o’brian concert] •+tim +o’brian +concert 	<p style="text-align: center;"><i>First Friday Ad Group</i></p> <ul style="list-style-type: none"> •[first friday activities downtown] •+first +friday +activities +downtown
<p style="text-align: center;"><i>Smith House Gallery Ad Group</i></p> <ul style="list-style-type: none"> •[smith house galleries] •+smith +house +galleries 	<p style="text-align: center;"><i>Movies Ad Group</i></p> <ul style="list-style-type: none"> •[movie theater near me] •+movie +theater +near +me 	<p style="text-align: center;"><i>Acting Performances Ad Group</i></p> <ul style="list-style-type: none"> •[a street car named desire] •+street +car +named +desire +live 	<p style="text-align: center;"><i>Date Night Ad Group</i></p> <ul style="list-style-type: none"> •[date night downtown] •+fun +date +night +downtown

The **Keyword Planner** and **Google Trends** may be useful for keyword suggestions and traffic estimates. [Exact] and +modified +broad +match keywords are the planned match types for all **GSN** Campaigns. Negative keywords such as *-crafts* and *-schools* should help eliminate irrelevant searches for the ads. **Search reports** can provide data to refine the keywords by looking at past searches. Below is a desktop ad and to the right is a mobile ad for the **Date Night Ad Group** in the **First Fridays Campaign (GSN)**.

Date Night Done Right - First Fridays Downtown
 Ad valleyarts.org/first-fridays/date-night ▼ 540-801-8779
 Explore your favorite downtown venues with your significant other this Friday!
 Restaurants · Art Exhibits · Shops · Galleries
 Destinations: The Artful Dodger, Court Square Theater, Capital Ale House
 Venues · Smith House Galleries · Events · Newsletter Signup

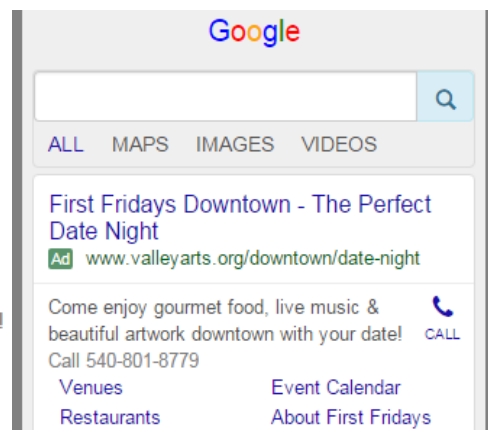


Table 2: Proposed Budget by Week and Campaign

	Brand (5%)	Theater GSN (40%)	Theater GDN (10%)	Performances (15%)	First Fridays (30%)	Total by Week
Week 1 (20%)	\$2.50 \$0.36/day	\$20.00 \$2.86/day	\$5.00 \$0.71/day	\$7.50 \$1.07/day	\$15.00 \$2.14/day	\$50.00
Week 2 (30%)	\$3.75 \$0.54/day	\$30.00 \$4.29/day	\$7.50 \$1.07/day	\$11.25 \$1.61/day	\$22.50 \$3.21/day	\$75.00
Week 3 (50%)	\$6.25 \$0.89/day	\$50.00 \$7.14/day	\$12.50 \$1.79/day	\$18.75 \$2.68/day	\$37.50 \$5.36/day	\$125.00
Total	\$12.50	\$100.00	\$25.00	\$37.50	\$75.00	\$250.00

As illustrated in **Table 2**, the majority of the budget (90%) is planned for the **GSN** in order to attract those conducting searches. The **GDN** may be useful for achieving The Council’s goal of reaching the young professional demographic to create awareness among those who may not be actively searching for The Theater. A budget allocation of 10% is proposed for the **Theater Campaign** on the **GDN**. The **GDN** offers targeting options for age, gender, and geography. The **GDN** can also use affinity audiences to capture and increase viewership from those specifically interested in arts and entertainment.

For ad serving, the **Optimize for Clicks Ad Rotation** option allows the best performing ads to be shown the most frequently. **Manual Cost-per-click (CPC)** keyword bidding is a promising strategy for driving potential customers to The Council’s website while simultaneously maintaining control over the bids. **Location targeting** can assist in reaching current and potential customers in West-Central Virginia, particularly those searching for activities or events to attend in the area.

The projected performance goals for the **GSN** and **GDN** Campaigns are illustrated in **Table 3**.

Table 3: Projected GSN and GDN Performance Goals

	CPC	CTR	Impressions	Clicks	Budget
GSN	\$1.25	1.75%	10,285	180	\$225.00
GDN	\$0.50	0.25%	20,000	50	\$25.00

A proposed success metric is the number of site visits generated from the Arts and

Entertainment interest group category, which is projected as a 2% increase and can be tracked through **Google Analytics**. Additionally, Google Analytics can track newsletter signups and ticket sales, which provides performance metrics for the landing pages associated with this AdWords account. With regards to other relevant information, the use of **Ad Extensions** such as Location, Callout, and Sitelinks may be utilized to increase the click-through-rate (CTR) by increasing ad visibility on the search results page.