



## Executive Summary

**Campaign Overview:** Tea Culture of the World (TCW) is a boutique tea company, selling myriad Indian as well as several highly exclusive, imported teas. Their primary clientele are from Indian Tier-I cities. Dominant in the retail market, TCW was looking to enter the online Tea sector. The company's main goal was to assess viability and examine the cost and facilities required to pursue this avenue. The online marketing campaign for the company lasted 21 days, with the PPC (Adwords) campaign running from the 7<sup>th</sup> to the 26<sup>th</sup> of April; the 21<sup>st</sup> day was utilized for e-mail marketing alone. The Adwords campaign utilised 250.55\$ in total ad-spend, being the first form of advertising undertaken by the company, online or offline. The campaign's primary goal was to build an online presence (through Search Engine Ranking, Social Media engagement and E-Mail Marketing), additionally driving sales through their website. GSN being the primary focus, GDN along with E-Mail Marketing, Gmail Advertising and Social Media Marketing were implemented. Quora was used for Backlink generation and to target users displaying active interest in tea.

**Key Results:** All Pre-Set Target Metrics but one were exceeded beyond expectations. The campaign achieved 941 clicks (294%), 35,110 impressions (73.14% of target), CTR of 2.68%(400% increase) with a Search CTR of 3.68%, Display CTR of 1.59%, 317 Brochure Views (via Email Marketing) and 90 Brochure downloads (900% increase), Avg. Position of 1.4 and Avg. CPC of \$0.27. The campaign generated \$823.9 in revenue through 24 distinct orders, generating an ROAS of 329.56% and ROI of 222.67% (since COGS was not provided by company, ROI calculation is based on estimates and market data concerning costs and margin).

**Conclusion:** The campaign was an unqualified success. The aim was to achieve a scenario of 1 keyword serving 1 Ad-Copy per Ad-Group. Adherence to Google's best practices resulted in highly relevant ad-copies, resulting in a rising CTR. Constant optimisation helped identify weaknesses; and, being flexible and unafraid to experiment with tools like Adwords Bulk Scripts, Ad Customizers and Gmail Advertising were essential in running such a successful campaign.

**Future Recommendations:** Industry-standard website optimisation, having dedicated online marketing personnel and allocation of a portion of the budget for PPC such as Adwords is paramount, for TCW's survival in the online tea market.



## Industry Component

**Campaign overview-** The 21-day Campaign from the 7th to 27th of April was two-pronged, using GSN along with Email and Gmail Marketing to combat lack of Remarketing. Quora Marketing was undertaken for Backlink and Lead Generation. Focusing on generic keywords, call-to-action oriented Ads and targeting landing pages using Page Analytics resulted in a week-wise rise in search CTR of 2% per week, culminating in a 3<sup>rd</sup> Week Search CTR of 6.05%. By accomplishing goals, site traffic was increased by 185.03%, generating \$823.9 in sales. First week taught us about the importance of tightly themed campaigns and Ad-Groups, and its impact on bounce rate. Ultimately, a weekly reduction in Bounce Rate was observed. Negative keywords were used extensively across shared libraries, campaign, Ad-Group levels, with the Adwords Search Terms Report being key to identifying them. Phrase, Exact and Modified Broad match were used, with broad match modifiers being the most effective. The absence of PLAs due to lack of SSL on the website was another blow, but was countered by aiming for an ad-position of 1.4 and above through the use of automated scripts, to avoid appearing at the bottom of the page. This necessitated a higher avg. CPC, but diversification of keywords to include both competitive but costly, and inexpensive, long-tail ones averaged it out to give an overall CPC of 0.34 in search. Gmail and Email Marketing were used in tandem in the Third Week to tap into the potential customers who were engaged through pop-ups implemented in Week 1. These were successful activities (Gmail CTR of 21.21%, E-mail Marketing resulting in 52 brochure downloads).

Campaigns	Campaign type	Targetting	Clicks	Impressions	CTR	Avg. CPC (USD)	Planned Cost (USD)	Actual Cost (USD)
BA	Search Only	Pan-India, Dubai	190	3,328	5.71%	0.41	35	77.96
Buy White Tea (WT)	Search Only	Pan-India	26	527	4.93%	0.35	75	123.48
Buy Miscellaneous (BM)	Search Only	Pan-India	6	182	3.30%	0.23		
Buy Exotic Teas (ET)	Search Only	Pan-India	99	2,287	4.33%	0.4		
Buy Green Tea (GT)	Search Only	Pan-India	129	4,183	3.08%	0.31		
Buy Black Tea (BT)	Search Only	Pan-India	23	744	3.09%	0.58		
Buy Oolong Tea (OT)	Search Only	Pan-India	78	1,129	6.91%	0.25		
Buy Seasonal Teas (ST)	Search Only	Pan-India	19	851	2.23%	0.23	45	4.34
WHD	Search Only	Pan-India	54	2,523	2.14%	0.3	25	16.36
Gudi Padwa (GP)	Search Only	11 States, 1 Union Territory	8	757	1.06%	0.39	-	3.15
Weight Loss	Search Only	Pan-India	41	1,774	2.31%	0.15	50	6.08
Total Search Statistics			673	18,285	3.68%	0.34	230	231.37
Display Tea	Display Only	Indian Tier-I Cities	268	16,825	1.59%	0.07	20	19.18
Total/Average			941	35,110	2.68%	0.27	250	250.55
Total (Preset)			320	48,000	0.67%	0.6	250	

## Evolution of Campaign Strategy:

**Week 1 (7<sup>th</sup> – 13<sup>th</sup> April):** The aim of the week was experimentation with multiple settings and campaign structures to analyze effectiveness of different scenarios. The campaign began alongside World Health Day, which had the theme of Diabetes awareness and prevention.

Campaigns	Ad Groups	Ad Copies
BA	7	37
WT	2	3
BM	1	1
GP	2	6
ET	7	25
GT	4	13
WHD	7	23
BT	3	9
ST	3	11
OT	2	4
Display Tea	6	6
Weight Loss	2	5
<b>Total</b>	<b>46</b>	<b>143</b>

With just BA, WHD campaigns running, anti-diabetic teas were targeted, targeting landing pages with a sufficient keyword density. To demonstrate the effectiveness of an SEO Landing Page, one was created with tailored content and Google Analytics tracking code. By the end of the campaign, WHD landing page reached first page organic Search results for related keywords (eg: diabetes tea). In addition, Facebook and Instagram were curated. Due to tardiness on part of the web team, the WHD landing page went live on 9<sup>th</sup> of April, resulting in potential traffic being lost. Pop-ups for triggering brochure downloads and building

a mailing list were implemented on high traffic awareness pages. Entry of ethnic fashion giant, Fabindia, into the online tea sector, contributed to competition in an already saturated market. On April 8<sup>th</sup> GP campaign was run to celebrate regional New Years. However, the same celebration is called by different names in different states of India. To counter this, Ad Customizers were experimented with. The aim was to involve insertion of regional search name in the ad. A total of 11 states and 1 Union Territory were targeted (GP), which would have otherwise been impossible with DKIs. Six Campaigns were formed by the end of the first week. To gain an initial

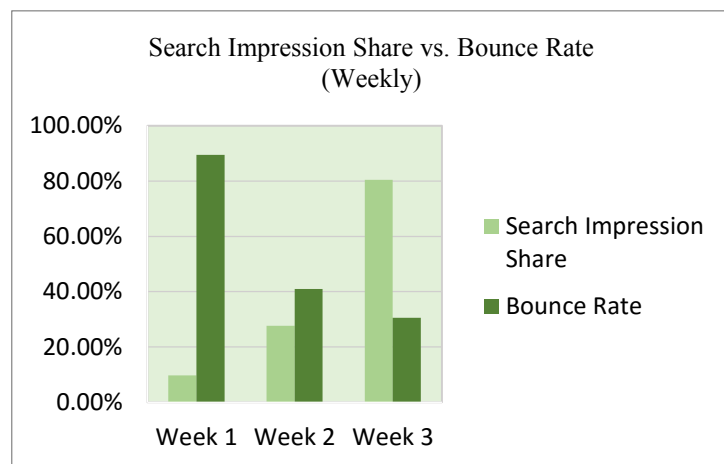
Best performing ad extensions				
Ad Extension		Clicks	CTR	Conversions
Callouts	Worldwide Delivery	296	4.47%	34
	3 Free Teas on Order	188	4.99%	28
	Packaged for Freshness	141	4.72%	19
Sitelinks	Tea Recipes For You	59	8.43%	13
	Ask Tea Doctor Free	108	5.28%	11
	Health Benefits	105	6.16%	10

understanding of required bids, auto-bidding was set up, which was gradually shifted to enhanced CPC to test effectiveness of the estimates obtained during auto-bidding phase. Campaigns were optimized for clicks initially, while Shared Budgets were used extensively



to understand which campaigns gained more traction than others. In addition, time-of-day targeting was implemented using the Dimensions reports, and accelerated bidding was used during the identified high-traffic hours (12-2:30 pm, 8-10am, 9-11pm). Ads utilizing callout and sitelink extensions did better than their brethren as well, with the '3 Free Teas on Order' achieving 28 conversions with a CTR of 4.99%. However, the excessive breadth of keywords used and the consequent increase in bounce rate served as a red flag. This indicated the need for an account overhaul.

**Week 2 (14<sup>th</sup> – 20<sup>th</sup> April)-** In the first week, lack of specificity in our keywords and non-compelling ad-copies resulted in 90.79% of new sessions with a bounce rate of 89.47% (PPC metrics), indicating the lack of proper campaign targeting. To counter this, we adhered to Google's Best Practices,



utilizing practices such as inclusion of a specific call to action and a USP to refine the quality of the ad-copy created. Adwords Editor was an invaluable tool in overhauling the campaign structure. Thus, tightly themed ad groups were created to avoid keyword clashing. To this extent, Buy Tea campaign was split into GT, BT, ET, BM, ST, Weight Loss. All campaigns were run on manual CPC for better control over ad rank. Mobile bid adjustments were made

Email Title	Downloads	Open Rate	Click Rate	Clicks to Website
Earth Day	-	25%	3.10%	5
Buy Tea	-	28.70%	5.02%	24
Recipe E-Book	31	23.96%	7.69%	3
Tea Types	12	18.34%	2.95%	5
Matcha Benefits	9	17.45%	1.77%	1

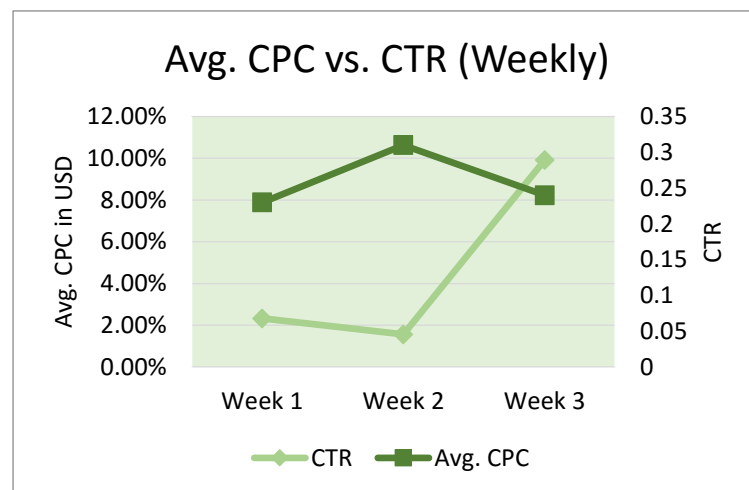
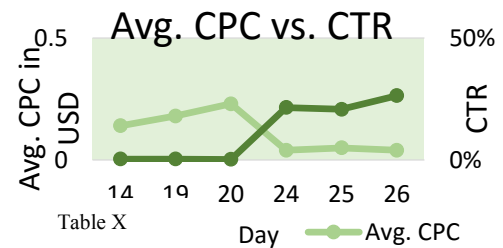
to sales campaigns by up to - 40%, due to lack of checkout cart optimization for mobile. Sales campaigns were optimized for conversions while awareness campaigns for clicks. The account overhaul led to bounce rate for PPC plummeting from 89.47% to 42.56%, indicating

direction of interested customers to relevant landing pages, backed by higher CTR. DKI was implemented across sales campaigns, with DKI ads being assigned their own ad groups to

avoid keyword clashing. Display campaign was run for 3 days across 8 Tier I cities, optimized for clicks, with frequency capping of 10 impressions per day.

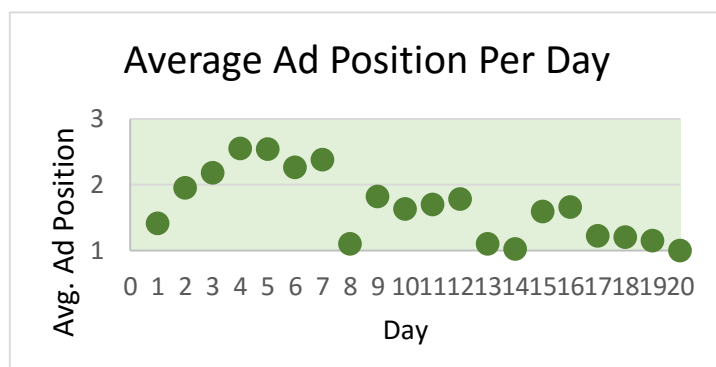
**Week 3 (21-27<sup>th</sup> April):** All non-performing ad groups, keywords were paused to emphasize focus on best performing of the same. Search CTR achieved in week 3 was 6.05% in comparison with week 2's 4.43% and Week 1's 2.33%. Gmail ads

were run in conjunction with Email Marketing, adhering to best practices. 3 Adgroups for Gmail ads were run, for 3 different ad types-Single Promotion Template (16.67% CTR), Multi Product Template (22.13% CTR), Image Template (22.32% CTR), with all 3 achieving ad position of 1, avg cpc of approx. \$0.04, and clicks to website. Gmail ads were targeted by



gender, age, topic (eg-skin glow tea ad was targeted to beauty, fitness and health). For Email Marketing, 338 email addresses were provided. Out of the 5 emails sent, 3 had brochure (recipe e-book, types of tea, matcha benefits and recipes) download links, via GOMC

google drive account. Emails were sent through Mail Chimp, while results were monitored from Mail Chimp and Google Analytics. Email Bounce rate was 29.03%, 317 brochure views, 52 brochures downloaded via email were some key results. Notably, the results exceeded industry standards as set by Mail Chimps as 7.7% for open rate and 0.8% click rate, as seen in the table. By the end of the campaign we outperformed several competitors like TeaBox, Nature's Basket, Lipton and Amazon to name a few in terms of Impression Share, Average Position, Outranking share and top of page rate, as observed from Auction Insights. On 14,19, 20<sup>th</sup> April, traditional Display Ad-Groups, while on 24,25,26<sup>th</sup> April Gmail ads ran. As is observed in the graph (table X), CPC was





drastically less for Gmail ads while CTR was much higher, showing the success and potential of Gmail Ads. Bulk scripts ran across 3 campaigns to target ad ranks of 1.4 & above.

**Key Results-** With a surge in website traffic indicated by 1,891 sessions in the campaign window, a global website rank increase by 3.6 million positions, and a maintained website bounce rate (39.66%) in spite of directing more new traffic to the website (1,131 new sessions), an online presence for TCW was achieved. \$823.9 was generated through 24 distinct purchases; ROI of 222.67%, avg. CPC of \$0.27, avg CTR of 2.68%. The avg Ad position was never allowed to fall below Two from the 2<sup>nd</sup> Week. 624 negative keywords, 1002 keywords added, with 437 keywords active in the campaign window including 19 phrase match, 65 broad match modifiers and 2 exact match keywords were used. One of the highest performing keywords, +white +tea +online, achieved an avg. position of 1.3, with CTR of 9.38%, QS of 7/10, and CPC of \$0.34. With 90 Brochure Downloads and 317 Brochure Views, Gmail Ads (cost \$9.50) and E-mail Marketing (no monetary input) were the most successful activities, achieving the highest CTRs in the campaign.

**Conclusion:** Constant optimization and tightly themed ad-groups were paramount. In spite of website changes not being possible, by making the best use of what was available, the campaign achieved its objectives, achieving an ROAS of 329.56%. The power of personalized marketing such as Gmail and Email Marketing is unparalleled, and remarketing will amplify its effects. All, in all, the campaign succeeded in firmly establishing the company's online presence, and provides a clear indication of the scope for growth.

**Future Recommendations:** Website UX/UI, ease of navigation optimization is required. Having demonstrated the power of online marketing, we recommend Remarketing for both search and display, and driving buyer action with customer activation through personalized marketing in the form of regular mails, newsletters, social media activity, content marketing

	Online Marketing Recommendations	Website Recommendations
Urgent	Dedicated Ad Words budget for PPC activities	Implementation of SSL for GMC Account to run PLA
	Inclusion of relevant conversion tags for tracking distinct purchases	Optimize Website Search Engine
	Email Marketing in conjunction with Gmail Advertising to drive CLV	Search Engine Optimisation, including proper use of Header and Meta tags.
	Original Content Marketing in the form of Blogs, E-books, etc.	Mobile Web Optimization for Checkout Cart
Important but not Urgent	Active Monitoring of Social Media activity through regular posts	Inclusion of Chef Reviews on Website to boost Customer Faith





## Learning Component

**Learning Objectives and Outcomes-** GOMC has been the most rewarding experience of our academic careers. Our team of 5 Engineering Students had no prior knowledge in Online Marketing and Google Adwords. While we were initially overwhelmed, we were pleased with the campaign's outcome, both in terms of metrics and the skills we developed. The three weeks were an exponential learning curve, with weekly improvements being made based on observations from the previous weeks. While we were initially sceptical of the results and impact that an online marketing campaign could have, especially for a company that has never ventured into the online marketing space before, we learned that Google Adwords is extremely lucrative. In the absence of a professional mentor or professor with expertise in online marketing, we depended on online video tutorials from Lynda, YouTube, and course content from Google, and relied on Adwords Editor to remove duplicate keywords, migrating Ad-Groups and relevant keywords. In addition to Google Analytics, we used Heat Maps from Crazy Egg to learn where customers spent more time on the site and what pages prompted them to exit. Wordstream Negative Keyword finder was used to add to the extensive list of negative keywords, in addition to the Search Query Reports. Site performance was gained from SEOToolbox. Countdown Scripts were implemented during World Earth Day, in addition to those that specifically target ad positions of 1.4 and above. We realised the need for discounts or promotions, and **rebranded** one of the company policies of giving 3 free samples on every online order into a promotion, to tackle **ROPO effect** dominant in this market, by including it in either Ad description line 2 or as a Callout Extension. More importantly, we learned to account for variable change in a PPC Campaign.

Some of the key campaign outcomes include reducing the PPC Bounce Rate from 89.47% in first week to 30.77% at the end of the campaign; successful implementation of Gmail Ads that ultimately resulted in an unexpected 21.21% CTR; and the success of email marketing, which resulted in 52 different brochure downloads, and generating an ROAS of 329.56%. The team established a firm online presence for a brand that previously had no advertising presence both online and offline and that did not believe in online marketing. We distinguished the brand from competitors in terms of product quality and the Exclusive Tea Sommelier CEO. The campaign generated an impressive ROAS when up against competitors like TeaBox, which only had an online presence while spending approximately \$2,950 a month on Advertising Budget (Spyfu metrics). Using Auction Insight Reports, the campaign outperformed competitors like amazon.in, Nature's Basket in terms of avg position and



Position above Rate being as low as 23.75 % and 31.3% respectively. During the third week, we outranked (outranking share) Teabox by 77.98% of the time with our ads, Lipton by 75.17%, Amazon by 81.02%, and Nature's Basket by 78.06%.

The entry of new competitors with higher ad budgets, like FabIndia, during the first week of our campaign, was an unexpected outcome, prompting us to bid higher to avoid bottom page-rank results.

**Group Dynamics:** The team members were from different universities; thus, coordinating schedules was challenging. Google Hangouts and Whatsapp were used for team meets and working with the company's Web Team. We learned to be goal-oriented, depending on reports and stats from various tools online to make better decisions, streamline campaigns and ultimately target the relevant, appropriate audiences.

The team comprised of individuals with his/her own expertise in the fields of coding, data science, analytics, creativity, and project management. Our goal was to ensure that every member would grasp the online marketing process in addition to Adwords Expertise for use in future careers in this field.

**Client Dynamics-** Some of our challenges included working with the client's inept web team; rise of new competitors into the market; miscommunication within the company, resulting in skewed statistics for the initial campaign strategy, which had to be redeveloped; communication breakdowns when our contact person in the company left the project; re-establishing a working relationship with a new communications professional. Also, in a PLA dominated market, PLAs could not be implemented since the website was not SSL approved. There were also limitations on the web changes we could make, since the client outsourced their web development, and we were forced to adopt minimalistic change policy.

**Future Recommendations-** We would have liked the early establishment of partnership with the company, so as to set up a clear working relationship. We partnered with the company just ten days prior to the campaign's start. This did not provide enough time to implement the necessary structural changes to the site because of internal company red tape. We recommend running Gmail Ads in tandem with email marketing from the start, because of its efficacy. As marketing professionals, we should define clear objectives, accounting for current market dynamics, existing competition and shifting trends. We would recommend that the company set up SSL encryption on-site, so that they could be allowed a Google Merchant Center account, so as to use PLA in the future.