



**Client Profile:** The consumption of tea in India is a rather nouveau trend, introduced by the British in the late 1800s as a way of breaking China's monopoly in this industry. Since then, India has become the world's 2nd largest producer as well as consumer of tea. Bringing to the table 162 blends of the world's most sought after teas, Tea Culture of the World (TCW) is one of the most respectable brands of tea in the Indian blended tea market. Based out of Mumbai, TCW employs 45 people to handle all of its activities, with no online marketing personnel currently on their payroll. Their website management is outsourced to ASquare Consultants. A five-year-old company, TCW launched its online marketing platform (teacultureoftheworld.com) in 2012 with an online inventory of 82 different blends. Previously, their sales were focused out of big retail stores such as Godrej's Natures Basket, an activity that continues today. The company has no history of any SEO, SMO or PPC usage, including AdWords. TCW generates approximately \$900-\$1,500 per month from online sales, and \$35,000-\$36,000 per month from retail sales. Currently, apart from their sales activities, TCW offers Corporate Gifting options, setting up of stalls at weddings, recipes for tea based cold-drinks and confectionaries on their website and newsletter subscription. They also have a medical consultancy option where certified doctor, tea sommelier, & company founder Dr. Rupali Ambegaonkar can recommend a particular tea based on the customer's medical history. They currently have minimal social media presence, with 3900 Facebook likes, 466 Google+ views and 523 Instagram followers.

**Market Analysis:** With the rise of health consciousness in the Indian psyche, organic teas have seen a recent surge in popularity. Green Tea being a \$37 million market, has a growth of 25-30% per annum(moneycontrol.com). The blended tea market is, by comparison, relatively young, and TCW finds itself in this market. With its USP of whole leaf teas- retaining all the essential oils lost in teabags- TCW separates itself from organic tea sellers in the market, such as Tata's Tetley, Twinings and Unilever's Lipton. TCW has tie-ups with the Oberoi Group and Taj Group of Hotels, lending credibility to their brand. Due to their high quality ingredients used, extensive product range, sourcing tea from South Africa to Japan, TCW tends to the quality-sensitive side of the market rather than the price-sensitive one. While tea has year-round demand, the company has identified the winter months, particularly December and January, as those where sales spike. As an online platform, TCW faces competition primarily from the research online purchase offline (ROPO) trend that plagues green tea, with most Indian consumers preferring to purchase tea from retail outlets.

In the online market, TCW's greatest competitor is TeaBox.com, a portal for blended tea that heavily utilizes PPC and SEO. TCW has identified its largest audience in the health-conscious age group of 23-43, geographically located in Indian Tier-I and a few Tier-II cities. International interest is also present, which is to be expected considering the worldwide popularity of green tea.

### Current Marketing:

The only real inbound marketing efforts invested by TCW is in the form of content generation for recipes and health benefits of each tea. The details of the website are: page rank of 1/10 (Small SEO Tools); no. of external backlinks is 181 (Google Webmaster); global traffic rank is 6,045,918

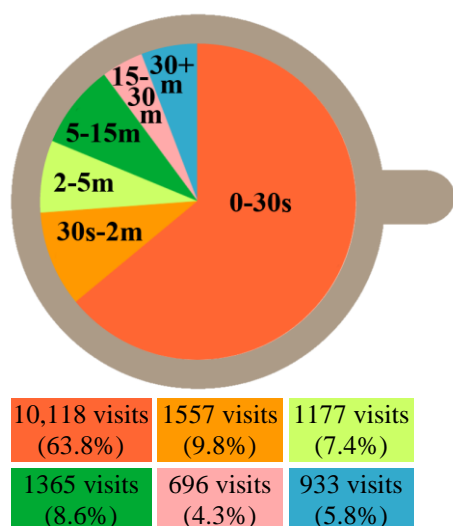


Figure 1: Time On Site Metrics. Source: Awstats, Time period: 2015

### WEBSITE METRICS (YEAR 2015)

Total Visits/Day	60
Unique Visits/Day	31
Unique Visitors	71.6%
Returning Visitors	28.4%
Search Engine Traffic	27.1%
Direct Traffic	67.4%

Table 1: Source: Awstats, Time period: 2015

(Alexa.com). Website weaknesses include: not being W3C compliant, keyword density of irrelevant keywords being higher than relevant ones, poor use of call-to-actions throughout, absence of an explicit 'Shop' tab resulting in loss of potential customers, not being conversion optimized, and poor shopping cart UX design. Furthermore, the valuable & relevant content is obstructed from plain sight, being hidden in the site footer. The merits of the site include good usage of meta and alt tags.

Currently, TCW does not invest in any online or offline advertisements; however, their URL is prominently displayed on all packaging, including those sent to hotel chains. They currently use Awstats and Google Webmaster for website analytics, due to which only data from 2015 could be sourced. Google Analytics shall be implemented during the campaign to leverage off of all its tools and implement A/B testing.

**Conclusion:** TCW has no history of any SEO, SMO or SEM, including PPC by means of AdWords. They have expressed a desire to shift focus from retail stores and generate an online presence, making their online portal their primary source of sales. TCW's competitors already utilize some form of SMO, usually PPC. With the Indian populace's growing regard

for health & the guarantee of quality that TCW promises, AdWords will facilitate creation of new customers & conversion of buyers who prefer purchasing tea offline.

**Proposed AdWords Strategy:** The focus of the 6 campaigns will be split between creating brand awareness/interest and increasing sales on TCW's online portal to combat their retail presence. A/B testing will be vital to SEO efforts, as well as optimizing the website for Quality Score improvement. Awareness campaigns will be optimized to include long tail keywords, and sales campaigns will be optimized with call to action keywords. Each AdGroup will consist of at least 2-3 Ad Copies.

Campaigns	Brand Awareness	Health Benefits	Shifting Market Trends	World Health Day (WHD)	Buy Tea	Display Campaign
Focus	Awareness and interest	Awareness and learning	Information and awareness	Sales and interest	Sales	Sales and awareness
Sample AdGroups	1. Product Awareness 2. Organically brewed tea	1. Combat obesity 2. Health benefits	1. Beat the heat 2. Discredit soft-drinks	1. Combat Diabetes	1. Green tea Online 2. Buy exotic teas	1. Healthy teas 2. Organic teas
Keywords	authentic tea leaves, organic high quality tea leaves, -buy tea	weight loss, benefits of green tea, -juice	cold tea, make ice tea, -long island ice tea	prevent diabetes, [world health day]	buy oolong tea, buy detox tea, -cheap tea	premium organic tea, blended tea, -energy drink
Geo-Targeting	Indian tier-I cities, Dubai	Indian tier-I cities	Indian tier-I cities	Indian tier-I cities	Indian tier-I cities	Indian tier-I cities, Dubai
Success Indicators	Traffic	Traffic	Traffic	Traffic, Sales	Traffic, Sales	Traffic, Sales
Conversion Indicators	Sign up	Sign up	Sign up	Sign up, Purchase	Purchase	Sign up, Purchase

Table 2: Campaigns, AdGroups and other Attributes

Due to the client's expressed interest for a potential market in Dubai, the Brand Awareness and Display Campaigns will target Dubai in addition to Indian Tier-I and II cities.

Campaigns will target mobile, tablet and desktop platforms strategically using multiple Ad-Serving options. Google Product Listing Ads will be experimented with for boosting sales. Conversions will be set up for purchases, phone calls and sign-ups/ subscribers. To leverage off of TCW's USPs, tertiary conversions will be set up

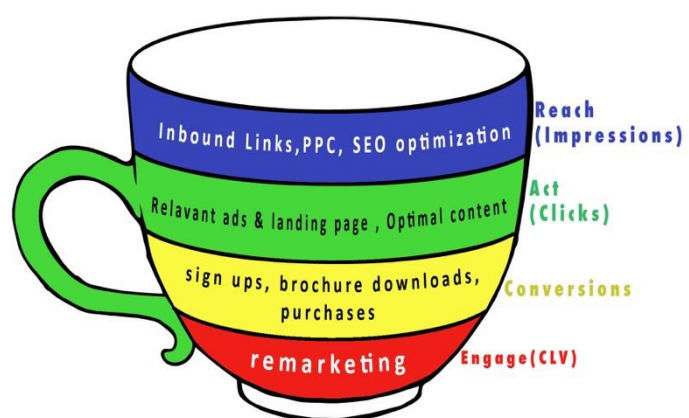


Figure 2: RACE Planning Framework For Digital Marketing



against downloads of brochures, and the ‘Ask Our Tea Doctor’ portal, the aforementioned medical consultancy option. GDN campaign ads will be based on contextual targeting using keyword exclusion, remarketing lists and managed placements.

To maximize sales, Radial Targeting will be used around Tier-I cities only. To avoid the ROPO trend, incentives such as free accessories and additional samples will be offered.

**Buy Signature Tea Blends - Quality Checked**  
[www.teacultureoftheworld.com](http://www.teacultureoftheworld.com)  
 Authentic Oolong Teas. Place Order Now!

Figure 3: Buy Tea Sample Ad

**Exotic Tea Blends For You - From Around the World.**  
[www.teacultureoftheworld.com](http://www.teacultureoftheworld.com)  
 Choose from 80+ whole leaf teas. Order now.

Figure 4: Brand Awareness Sample Ad

**Strategy & Budget:** Analyzing the performance of each week’s campaigns will assist in establishing goals for the coming week. Incremental allocation of funds per week shall be carried out as a Progressive Money Management Technique. Modified Broad & Phrase Match options will be primarily used to target long tail searches & deliver more relevant ads. Negative keywords will be used with Shared Libraries. Specific emphasis will be laid on Manual Ad Extensions like Site Links, Review Extensions and Callout Extensions.

Campaigns	Budget		Week 1		Week 2		Week 3	
			25%		35%		40%	
			Weekly	Daily	Weekly	Daily	Weekly	Daily
Brand Awareness	14%	\$35.00	\$08.75	\$01.25	\$12.25	\$1.75	\$14.00	\$2.00
Health Benefits	20%	\$50.00	\$12.50	\$01.79	\$17.50	\$2.50	\$20.00	\$2.86
Shifting Market Trends	18%	\$45.00	\$11.25	\$01.61	\$15.75	\$2.25	\$18.00	\$2.57
Buy Tea	30%	\$75.00	\$18.75	\$02.68	\$26.25	\$3.75	\$30.00	\$4.29
Display Campaign	8%	\$20.00	\$05.00	\$0.71	\$7.00	\$1.00	\$8.00	\$1.14
<b>Total</b>	<b>90%</b>	<b>\$225.00*</b>	\$56.25	\$11.61	\$78.25	\$11.25	\$90.00	\$12.86

*\*WHD campaign will run for 3 days in 1st week accounting for 10% of total funds (\$25).*

Table 3: Campaign Budget Allocation

CPC optimization will be focused around Quality Score improvement. Frequency of ‘Buy Tea’ campaign ad-copies will be increased during peak traffic hours via frequency capping. E-Mail marketing will capitalize on Marketing Qualified Leads.

**Proposed Success Metrics:** We aim to achieve at least 10 brochure downloads & establish a successful feedback system as requested by TCW. The campaign goal is to generate at least 48,000 impressions leading to at least 320 clicks (CTR of 0.67%). Avg. CPC will not exceed \$0.6. Thus, avg. CPC, CTR, clicks, impressions will serve as KPIs for our campaign.