Client Profile: Located off the Arabian Sea, the Devgad area[1] in India is the rural home to 45,000 acres of Alphonso Mango orchards, producing 50,000 tonnes of mangoes annually. Founded in 1988, the Devgad Taluka Mango Growers Co-Operative Society Ltd is a cooperative association uniting 700 low-income Mango-farmers of this region, producing the "Devgad Alphonso Mango": a leading strain of Mangoes produced in India, appealing to customers due to its organic ripening, distinctive aroma and taste, amongst other factors.

In 2011, the cooperation took to e-commerce through its website: www.devgadmango.com, aimed at maximising profits for farmers by direct sales to customers, negating price volatility due to middle-men and to resist circulation of counterfeit mangoes. The online sales have grown gradually since[2]. Devgad Alphonso Mangoes are categorised into 8 grades by weight, and are sold by the dozen in a box called "Peti"[3].

Devgad Mango maintains an active blog on its website, and social online presence on Fb and Tw, while its YT channel and G+ page are dormant. Website aesthetics and content are occasionally updated, although the website architecture remains unaltered since 2013.

Market Analysis: Being a seasonal fruit, Mango faces huge demand during its peak harvest season in India: from mid-March to May-end, making it a saturated market subject to seasonal variables such as rain. Devgad Mango, as an online platform, faces primary competition from: traditional methods of buying mangoes from vendors in local markets, other families of Mango such as Ratnagiri Mangoes, and phoney clone varieties of Mangoes available widely. Other online portals selling a variety of Mangoes in the adspace such as YumFruits.com and online grocery stores such as BigBasket.com also pose contest, although they operate at lower price points. Devgad Alphonso Mangoes' exclusivity comes from factors such as low moisture content, finer fibres, and is hence a premium variety, tending to the quality-sensitive edge of the market rather than price-sensitivity; although buyers are largely uninformed regarding mango quality and markets in the opinion of the client.

The largest demand is thus observed from the more e-commerce savvy 24-35 age group (49.82%) and from Indian Metropolitans (particularly from Maharashtra), apart from garnering international interest from countries such as USA and UK.

GEOGRAPHY BASED CUSTOMER BREAKDOWN (SINCE MARCH 2011)

Maharashtra	49%
Karnataka	18%
Gujarat	12%
Rest of India	15%
Non-India	8%

Source: Google Analytics

---

[1] Devgad is a coastal town in the Indian State of Maharashtra

[2] The exact sales statistics will be kept confidential as per request

[3] "Peti", Marathi word for box, Containing upto 5 dozen mangoes

Current Marketing: Devgad Mango has largely invested efforts in inbound marketing, chiefly content generation: blog posts and research papers aimed at creating market, product and brand awareness. In 2011, initial leads were generated through print media articles, published in Pune city. Registered customers of the website are e-mailed updates. The client states a higher phone-call sales conversion rate. Devgad Mango's newly introduced 'Mango Subscriptions' option: delivery of one dozen mangoes every week for 5 weeks, is the only discounted activity undertaken.

WEBSITE METRICS(SINCE FEB 2011)

Sessions/ Day	507
New Visitors	82%
Returning Visitors	18%
Bounce Rate	28%
Desktop Traffic	84%
Mobile Traffic	10%
Organic Traffic	36%
Google Search	34%
Refferal Traffic	26%

Source: Google Analytics

Devgad Mangoes' social media presence[4] on Facebook(7239 likes), Twitter (176 followers) and Google+(1,770 views), provides seasonal updates and contact details, and entirely contributes to only 4.89% of website traffic. In the past, the client has experimented with Facebook ads which underperformed due to inaccurate targeting. More pull and push content can be generated more actively through these platforms to increase website traffic.

The Website aims at awareness creation and SQL[5] generation. The website has a traffic rank[6] of 42,237 in India and 8,30,366 worldwide, with 125 backlinks and load timing 3.099s. It is not SEO-optimised, observing 35.87% organic search visits. The website has deficient conveyance of product offering(grades of Mangoes) and has weak calls for action. The site navigation, landing page quality and UI can thus be improved.

Conclusion: Devgad Mango has so far not engaged in aggressive and optimised search engine marketing. The business has not ventured into the use of AdWords. With an upward buyer trend favouring the online perishable market in India[7], AdWords can prove beneficial to Devgad Mango, facilitating conversion of buyers who traditionally prefer the 'offline' mode of purchase for mangoes, thus addressing 'Awareness' in the Customer Buying Funnel, apart from posing an unexplored potential for the Client's business.

Proposed AdWords Strategy: The primary goal of AdWords marketing will be to generate greater website sales, while the secondary goal remains creating awareness about the quality of Devgad Alphonso Mangoes, aimed at garnering long term sales.

---

[4] As of 25th march, 2015

[5] SQL = Search Qualified Lead

[6] Traffic rank/Quality as measured by Alexa and MajesticSeo.com

[7] As highlighted by the Aaram Shop SOGS Report, 2012

The account will have a total of five campaigns, four Search Network based and one GDN based. The campaigns concentrate on the 'Customer Buying Funnel', with two proposed campaigns targeting Awareness and Interest Generation, and three focusing on direct product sales; while attempting to accommodate long tail search results under the Interest and awareness campaigns.

Table: Proposed Ad Campaigns, AdGroups and Attributes

Campaigns	Devgad Awareness	Buy Alphonso	Beware of Fakes	Gift Mangoes	Display Network
Consumer Life Cycle	Brand Awareness and Interest	Purchase and Interest	Market Awareness and Learning	Purchase and Interest	Purchase and Interest
Sample AdGroups	1. Premium Alphonso 2. Cut out the Middle Men 3. Taste and Quality	1. Mangos online 2. Mango Bulk Order 3. Made in Maharashtra 4. Quality Mangoes	1. Cloned Mangos 2. Mango Farming	1. Corporate Gifting 2. Friends and Family 3. Gift a Peti/Box 4. Indian Alphonso	1. Healthy mangoes 2. Authentic Mango
Keywords/ Matching Options	premium mangoes, quality alphonso, authentic devgad	buy alphonso, order mangoes, online mangoes, mango home delivery	carbide free mangoes, cloned mangoes	gift mango, gift petis, mangoes in india, gift in india	fruits health, mangoes cooking, mangoes information
Device Based Targetting	Desktop, Tablet, Mobile	Desktop, Tablet, Mobile	Desktop	Desktop	Desktop, Tablet, Mobile
Geo-Targetting	Indian Metropolitan cities	Maharashtra State	Maharashtra State	India, USA, UK	India
Success Indicators	Traffic, Sale	Sale	Sale, Traffic	Sale	Traffic

Tapping into high call-conversion rates, each campaign will have special-mobile optimised ads with a 'Call Us' option as a call for action. To draw on the uniqueness of Devgad mangoes, Document(Research Articles) and Info-graph downloads will serve as tertiary conversion points.

Budget allocation will also be made to GDN, with ads based on contextual targeting using keyword exclusion along with managed placements: targeting Food, Cooking and Health related websites. GDN budget shall also be factored into re-marketing, in the latter part of the campaign to maximise MQLs[8]. Radial Targeting around Indian metropolitans will be used to maximise leads. Serving Hindi and Marathi speaking audiences, a few language-specific ads will be used too.

Campaign seeks to kick off with CPC bidding, followed by experimentation with advanced bidding strategies such as CPA. Clicks and impressions shall be monitored in the first 40-60 hours[9]. Manual bidding will be used throughout the campaign for greater control over cost,

[8] MQL = Marketing Qualified Lead

[9] Utilising Seach Query Reports

while accelerated bidding may be used during observed peak-traffic hours. Each AdGroup will be containing 3-4 Ads that will be rotated manually for most of the duration.

A list of positive keywords has been included in aforementioned table.

Modified Broad and Phrase match type will be primarily used, apart from experimentation with the Broad type in a limited proportion. Keyword overriding needs to be strictly checked for and avoided. Negative keywords such as -"mango dresses", -"mango clothes", -"tops", -"accessories" will have to be included in each of the AdGroups as to avoid search queries for the Clothing Brand Mango, apart from keywords causing traffic due to local events and trends such as -"mango festival" and -"devgad town". The use of tools such as the Google Keyword Planner and Google Trends shall be continuously made to assess and analyse both existing and potential keywords.

Sample Ad Copies

Campaign: Devgad Awareness	Campaign: Buy Alphonso (Language: Hindi)	Campaign: Gift Mangoes
The King of Alphonso! www.devgadmango.com The Crest of Mangoes from Devgad. Delivered at your doorstep. Buy Now!	असली अलफांसो आम www.devgadmango.com बगीचे से सीधा आपके घर. खरीदें अभी!	Gift mangoes this Summer www.devgadmango.com Buy 100% authentic Mangoes this summer. For Family and Friends across India.

Budget: Week 1 has been allocated the least budget(25%), while week 3 has the most (40%). The aim will be to test the ads during the first week and to eliminate ads with low CTR by the second week, and for the third week to have ads with conversion-favourable CTR and CPC scores only. Maximum budget(55%) has been allocated for purchase oriented campaigns, while a considerable budget(20%) has been kept for GDN including Remarketing, whereas the remaining(25%) will be used for campaigns aiming as awareness created.

Date	Budget Split		Devgad Awareness	Buy Alphonso	Beware of Fakes	Gift Mangoes	Display Network
	Percentage	Amount	15%	40%	10%	15%	20%
Week 1	25%	US$ 62.50	US$ 9.35	US$ 25.00	US$ 6.25	US$ 9.35	US$ 12.50
Week 2	35%	US$ 87.50	US$ 13.15	US$ 35.00	US$ 8.75	US$ 13.15	US$ 17.50
Week 3	40%	US$ 100.00	US$ 15.00	US$ 40.00	US$ 10.00	US$ 15.00	US$ 20.00

Objectives and KPIs: The AdWords goal is to achieve an average Click-through-ratio of 0.5%, while maintaining an average Cost-per-click of not more than $ 0.7. To achieve set target, we would have to generate near about 72,000 search impressions along with 360 clicks in total. Average CPC, CTR and total clicks generated will be the true determinants(KPIs) of campaign level success. Quality score improvement will be key to CPC optimisation.