

## AdWords Business Pre-Campaign Strategy Report Rockingham/Harrisonburg SPCA

### Client Overview

**Client Profile:** The Rockingham/Harrisonburg SPCA (SPCA hereafter), located in the Shenandoah Valley of Virginia, has a staff of fourteen full-time and four part-time employees as well as numerous volunteers. The SPCA is a non-profit animal rescue shelter that provides care for all dogs, cats, and other small animals until they can be adopted into a safe, permanent home. In 2015 alone, they provided housing and care for over 2,400 animals. In addition to maintaining their facility as an animal rescue shelter, they offer services such as an emergency response team, emergency quartering, assistance in cruelty investigations, spay and neuter incentive programs, pet training classes, humane advocacy seminars, low cost cremation services, and a small benefit shop.

Lauren Watson is the key marketing personnel at the SPCA, which was established over 44 years ago. Ms. Watson manages their website ([rhspca.org](http://rhspca.org)), which was created in 2007, as well as their social media and offline marketing. Current social media channels include [Twitter](#), [Facebook](#), and the recently launched [Google+](#) page to expand their company presence even further. Offline marketing channels include radio, television, and newspaper advertising, newsletters, and pet adoption events held at local retail facilities.

In terms of other relevant information, the SPCA is an open admission facility. They accept all animals in need, including those who are old, diseased, badly injured, or aggressive. They provide medical treatment including vaccines as well as spay/neutering services to ensure a healthy adoptable pet. They also work with over fifty rescue groups in order to help place animals in permanent homes.

**Market Analysis:** Current customers include residents in the local areas who are looking to adopt a pet, in need of pet services, or are in need of behavior and training assistance.

Potential customers include those looking to adopt a pet or those who are need of the pet services identified above. The SPCA's current competitors include Cat's Cradle and several other regional SPCAs. Potential competitors include area retailers such as PetSmart and Petco who also offer pet services and adoptions. Potential competition also comes from Sylvia's Pets and local farmers who sell animals for profit. Their specialized training services open up competition from other training facilities such as All Phase K-9 and Love On A Leash. Similarly, the SPCA cremation service opens up potential competition from eleven local veterinarians.

Because the Pet Store Industry has matured, businesses have been actively adding pet services to capture more of the consumer's dollar. According to [IBISWorld Pet Store Report](#), 22% of retailers added pet-related services to improve sales and profit margins. The SPCA is uniquely positioned in the market because of their low-prices and wide range of services. As a unique selling point, annual donations and funds from events defray costs and differentiate them from large retail competitors who cannot offer the same low price points due to large overhead. [IBISWorld](#) predicts pet services will be a primary driver for sales going forward, putting the SPCA in a strong competitive position.

In terms of seasonality, the SPCA experiences an influx of animals in the springtime and experiences higher adoption and service rates in direct correlation. In terms of other relevant information, the SPCA holds multiple events throughout the year in the community in an effort to raise funds. Their two most popular events are Paws Under the Stars and Summer Jam. Funds from these events are used to provide food, shelter, comfort, and medical care for thousands of stray and surrendered dogs, cats, and other small animals.

**Current Marketing:** The SPCA's website is used to provide information on adopting, donating, volunteering, pet services, lost-and-found, humane education, animal training, and events. Website strengths include a "real-time" adoption page, an extensive frequently asked questions section, and very detailed information about their services and volunteer activities. Some of their weaknesses include a non-mobile optimized site, redundant text, an outdated site design and lack of online adoption and donation forms. Because the SPCA is not currently using **Google Analytics**, there is no historical data to report.

Other online advertising of the URL is through [Facebook](#) (over 6,700 likes) and [Twitter](#) (258 followers) and a now up and running [Google+](#) whose campaign has recently commenced. The SPCA uses these social media platforms to publicize adoptable animals, share success stories, and promote upcoming events to raise funds to support the shelter. Their offline promotion includes: newsletters, newspaper ads, showcasing adoptable pets on television and radio stations, and hosting adoption events at local retailers.

**Conclusion:** The SPCA plays a vital role in providing treatment and care for all unwanted dogs, cats, and other small animals until they can be adopted into a safe, permanent home. A Google AdWords campaign is the most effective and efficient approach to drive traffic to their website in order to achieve the organization's goals of increasing adoptions, attracting volunteers to support their initiatives, improving the public's perception of the SPCA, and promoting events in order to raise money to support their mission.

### Proposed AdWords Strategy

A Google AdWords strategy was created based upon the SPCA’s goals of helping more animals find their forever homes, attracting more volunteers to support their initiatives, increasing public perception of the SPCA, and promoting events in order to raise money to support the shelter. The account structure, as demonstrated in Table 1 below, consists of four campaigns and multiple Ad Groups driving traffic to the available pets page, volunteer opportunities page, events page, and the home page. The goal of the **Adoption Campaign** is to help more pets find forever homes. The **Volunteer Campaign** aims to increase the number of volunteers. The goal of the **Brand Campaign** is to improve the public perception of the SPCA. Finally, the **Events Campaign** is focused on generating awareness of their events as well as increasing attendance in order to raise more money to support the shelter.

*Table 1: Campaigns, Select Ad Groups and Sample Keywords*

| Adoption Campaign   | Volunteer Campaign   | Brand Campaign   | Events Campaign   |
|---|--|--|---|
| <u>Rescue Adoption Ad Group</u><br>“pet rescue”<br>+rescue +pet<br>“animal rescue”<br>+lost +dog<br>“adopt rescue pets”   | <u>Volunteer Ad Group</u><br>"volunteer SPCA"<br>"Local volunteering",<br>"volunteer with animals"<br>"volunteer in Rockingham County" | <u>Rockingham SPCA Ad Group</u><br>“Rockingham SPCA”<br>+Rockingham +SPCA<br>“SPCA in Rockingham county” | <u>SPCA Events Ad Group</u><br>"SPCA events"<br>"Rockingham SPCA events"<br>"Dog competition" |
| <u>Adopt a Pet Ad Group</u><br>[pet adoption]<br>“cat adoption”<br>[adopt a pet]<br>“local cat adoption”<br>+cat+adoption | <u>SPCA Volunteer Ad Group</u><br>"Volunteer at spca"<br>+spca+volunteer<br>"Rockingham SPCA volunteering"                             | <u>SPCA Ad Group</u><br>“SPCA”<br>“local SPCA”<br>“closest SPCA”<br>“SPCA near me”<br>+SPCA pet adoption | <u>Animalpalooza Ad Group</u><br>[Animalpalooza]<br>"SPCA events"<br>+dog +competition        |

We recommend using +broad +match +modified, broad match, “phrase match”, and [exact match] keywords in each Ad Group. Some negative keywords will include -PetSmart and -Petco. Two example ads for the Adopt a Pet Ad Group are shown below in Table 2.

*Table 2: Sample Google AdWords Ads from the Adopt a Pet Ad Group*

| Search Query: adopt a pet from SPCA  |   |
|--|---|
| <p><b>Adopt a Pet at SPCA Today</b><br/> <a href="http://rhspca.org/adopt-a-pet">rhspca.org/adopt-a-pet</a><br/> <b>Adopt</b> Your Next Furry Friend!<br/>                     Visit the <b>SPCA</b> Today to <b>Adopt a Pet</b></p> | <p><b>Don't Shop, Adopt a Pet</b><br/> <a href="http://rhspca.org/adopt-a-pet">rhspca.org/adopt-a-pet</a><br/>                     Let One of Our <b>Pets Adopt</b> You!<br/> <b>Adopt</b> from the <b>SPCA</b> Today</p> |

Table 3 on page 4, shows the daily and weekly AdWords budget. The **Adoption Campaign** will receive the largest budget due to the client’s primary goal of increasing adoptions. The remaining budget will be distributed between the **Volunteer, Brand, and Events Campaigns** evenly to achieve the client’s secondary goals of maximizing volunteerism,

improving public perception, and increasing event attendance. As the campaign continues, additional budget will be allocated weekly to ensure the most impressions after a new online customer base has been built.

*Table 3: Proposed Daily and Weekly Budget by Campaign and Week*

|                   | <b>Adoption Campaign (40%)</b> | <b>Volunteer Campaign (20%)</b> | <b>Brand Campaign (20%)</b> | <b>Events Campaign (20%)</b> | <b>Weekly Spend</b> |
|-------------------|--------------------------------|---------------------------------|-----------------------------|------------------------------|---------------------|
| Week 1 (25%)      | \$25.00<br>\$3.57 per day      | \$12.50<br>\$1.79 per day       | \$12.50<br>\$1.79 per day   | \$12.50<br>\$1.79 per day    | \$62.50             |
| Week 2 (30%)      | \$30.00<br>\$4.29 per day      | \$15.00<br>\$2.14 per day       | \$15.00<br>\$2.14 per day   | \$15.00<br>\$2.14 per day    | \$75.00             |
| Week 3 (45%)      | \$45.00<br>\$6.43 per day      | \$22.50<br>\$3.21 per day       | \$22.50<br>\$3.21 per day   | \$22.50<br>\$3.21 per day    | \$112.50            |
| Total by Campaign | \$100.00                       | \$50.00                         | \$50.00                     | \$50.00                      | \$250.00            |

In order to have a highly concentrated campaign, ads will run solely on the **Google Search Network**. Target audience settings are not required, since the Display Network will not be utilized. **Ad serving** will be set to rotate evenly in beginning of the campaign and then manually rotated once a sense of account performance is obtained. **A/B ad testing** will help to hone in on higher performing ads. **Ad Preview and Diagnostic Tools** will also be utilized to visualize ads and ensure relevant search queries are producing ad impressions and appropriate ad position. If they are not, ads can be adjusted for relevance or higher bids can be set.

A **manual bidding** keyword strategy will be used to maintain account control and focus on attaining low cost-per-clicks (CPC) while receiving a high click-through rates (CTR). Each campaign will use **location targeting** set to areas within 60 kilometers of the SPCA. **Bid adjustments** will be used to optimize for mobile and desktop clicks. Since the client’s site is not mobile-optimized, bid adjustments will be decreased for mobile to improve user experience and reduce bounce rate. As performance data is collected, further bid adjustments will be used for various geographical radii to optimize for clicks geographically.

A click-through rate of 1.0% is the account-level target with 275 clicks at an average (CPC) of \$0.91 at 27,500 impressions. Proposed success metrics consist of these KPI’s as well as increasing adoptions by 10% or an additional 140 animals in 2016. This can be accomplished by ensuring that the ads are relevant and well targeted with long tail keywords. In terms of other relevant information, Sitelink, Callout, and Location Extensions will be used to improve ad visibility and help the SPCA to achieve their goals of increasing adoptions, their volunteer base, improved public perception, and event attendance.