

AdWords Business Post-Campaign Strategy Report – Shereen El-Husseini

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Executive Summary

Campaign Overview Shereen El-Husseini is a residential real estate agent in the Orange County area and agreed to participate in the Google AdWords challenge as a test run of how AdWords is a lead generation tool. The AdWords campaign officially begins on November 7, 2019 and lasts until November 21, 2019. AdWords was composed of two unique campaigns. One campaign was set to target local home buyers and sellers with “Real Estate Service | Berkshire Hathaway | Buy Home in OC. ” The other campaign was targeting Arabic Speaking potential clients with “Top Arabic Speaking Realtor | Berkshire Hathaway | Arabic Agents Orange County” as the ad title. With a total budget of \$200, the goal for number of impressions within 2 weeks was 1,000, a minimum of 50 total clicks, CTR of 2%. Qualitative success metrics include increasing website traffic, reaching more leads, and increasing Shereen’s brand awareness and customer loyalty. The campaign will be monitored approximately every two days to determine whether there was an increase in metrics.

Key Results The campaign resulted in 158 clicks; 3,455 impressions; a 5.84% average CTR; average CPC of \$1.30; total cost of \$171.83; and an average position of 2.6.

Conclusion The strategies used during this campaign resulted in adequate results because of the immense amount of competition of ads for real estate and the difficulty with keywords. With the 2-week timeline, our expectations for running the ads with a small budget was minimal. The key results deemed to be unpredictable and irregular. Running the campaign for a real estate business is complex as keywords must be relevant and specific enough to be present during searches.

Future Online Marketing Recommendation Because of the high amount of real estate agents that are direct competitors with Shereen, it would be best to create a strategy that makes her stick out. Her online presence should maintain a professional yet fun and memorable distinctive feeling. Making explanatory videos on social media platforms on real estate where she is able to showcase her knowledge might increase the traffic onto her website because of a video that had a link in the caption. This will increase her social media presence as well as increase the traffic.

Industry Component

Campaign Overview The goals of this campaign are to achieve 500 impressions a week alongside a 2% CTR (click through rate) consisting of 25 clicks a week. By striving for these goals, this Google AdWords campaign will assist Shereen in achieving many long term goals that will help her business grow. We wanted to pay close attention to click through rates, bounce back rates, impressions, and conversion rates.

Our first strategy was to be intentional about our ad wording. We decided to run one ad that would target our market locally. Since our business is business to consumer, we wanted to make sure that our ad included the words ‘buy’ and ‘help you’. We thought that using these actionable words would appeal to a potential customer and make them click on our ad. We also wanted to

Real Estate Service | Berkshire Hathaway | Buy Home in OC

 <https://shereenelhusseini.bhhscaproperties.com/>

Our Agents Will Help You Find Properties for Sale or to Sell Your Current Space. We Are a Full-Service Real Estate Agency Located in Chino. Contact Us Today!

make sure our customers were local, which is why we added the phrase ‘Buy Home in OC’.

The campaign started on November 7th, 2019 and was set to run for two weeks. Because we were all new to Google Ads, we did not know how to budget accordingly to the results we were getting throughout the weeks. We let the campaign run on the budget we were given and only adjusted keywords.

Evolution of Campaign Strategy While running our campaign there were a few obstacles during the duration of the ad campaign, scheduled on November 7, 2019. Throughout the campaign, there were a few keywords that were added in the campaign to make it more successful.

Unfortunately, the new keywords did not make a tremendous difference on gaining new clicks.

November 9th through November 12th is when the new keywords were added to the campaign. The keywords were: berkshire hathaway home sales, hathaway realtor, house buy, and houses for rent. These new keywords did not contribute to the outcome of the campaign. There were 16 impressions, but 0 clicks were gained due to the lower CPC at \$.50. The search term “berkshire hathaway home services” had the highest clicks at 16 and 437 impression in our campaign.

“Hathaway realtor” achieved the second highest clicks at 10 and the highest impressions at 398 during the campaign.

There were some keywords that were removed during the process of running the campaigns. They were too expensive and not giving us the results that were needed. “hathaway realty” had an average CPC of \$2.10 and “berkshire hathaway home listings” had an average CPC \$2.19. They did not provide us with any clicks.

The figure below shows all of the search keywords that were used for our campaign, and what keywords were the most successful according to clicks and impressions.

Search Keywords						
November 7, 2019 - December 2, 2019						
Search Keywords	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Position
berkshire hathaway	3	177	1.13%	1.52	3.05	2.56
berkshire hathaway home services	16	437	2.98%	1.76	9.21	2.63
sell house	2	11	0.00%	1.36	2.75	3.12
home homes for sale	0	34	2.56%	0	0	2.9
berkshire realty	4	117	1.10%	1.78	5.65	2.48
hathaway realtor	10	398	18.18%	1.37	2.75	2.27
real estate	2	0	2.5%	1.85	2.32	0
house buy	0	489	4.1%	1.78	0	2.6
berkshire hathaway realtor	3	122	1.6%	0	15.8	1.96
berkshire california	3	17	2.9%	1.2	0	2.76
berkshire hathaway home listings	3	111	1.42%	2.19	5.48	2.28
berkshire hathaway home sales	0	0	0.00%	0	0	0
hathaway realty	0	12	0.00%	2.1	7.12	2.1
real estate homes for sale	2	90	5.46%	1.42	1.5	1.92
berkshire hathaway home	0	97	3.03%	1.42	4.27	1.92
houses for rent	1	0	0.00%	0	0	0
real estate sales agent	0	0	0.00%	0	0	0
berkshire hathaway properties	0	0	0.00%	0	0	0
realtor real estate agent	0	0	0.00%	0	0	0

“berkshire hathaway home services” - Most Clicks
 “hathaway realtor” - Highest CTR
 “berkshire hathaway home listings” - Highest average CPC per fewest clicks
 “berkshire hathaway home” - Highest Average Position.

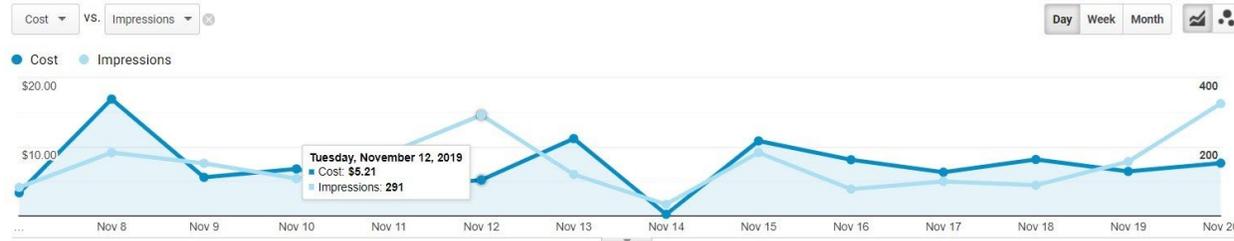
Key Results Our campaign’s results were subpar when considering our goals before our campaign began. The number of impressions, however, exceed our goal of 500 per week. We received a total of 2,084 impressions in the allotted two weeks we ran our campaign. The average CPC was lower than expected and the CTR was triple our goal percentage. The chart below compares our goals versus our actual results:

	Clicks	Impressions	CTR	Avg. CPC	Cost
Goal	50	1000	2%	\$4.00	\$200
Actual	102	2084	4.9%	\$1.00	\$100.67

As seen in the figure below, the highest cost of \$16.86 gave us only 8 clicks when we began our campaign. On November 9, however, we see a trend in clicks being a little bit above the cost and remained consistent throughout the rest of the weeks.



When it comes to impressions and costs, these two variables did not seem to have a consistent and expected trend between each other. Our highest impressions of 291 had a cost of \$5.21. As seen in the figure below, impressions are all over the map. The campaign ended with a high number of impressions compared to its cost as well.



The highest CTR was 10.26% with a cost of \$8.12 as seen in the figure below.



Conclusions

In the Adwords campaign, our key results seemed to be irregular and unpredictable. Moreover, running the campaign for a real estate business is complicated as keywords must be relevant and specific enough to be present during searches. Because the real estate industry is a sizeable industry, there are many keywords we found to have high bids and be costly. Our client granted us with the power to develop and tailor the campaign. The biggest issue we faced in our campaign was navigating Google Adwords and interpreting our results. Despite that, we greatly exceeded our goal of 1000 impressions, and received over 2000 impressions during our two weeks we ran the campaign. In regards to our goal of a 2% CTR, we exceeded that as well receiving 4.9%. On the other hand, CPC was lower than anticipated. Overall, we had more room to utilize our budget during the granted two weeks.

Future Recommendations

Shereen has a diverse set of clients, most of which reach her through Berkshire Hathaway or her community. So, she has the platform to generate clients through the Berkshire Hathaway site, and can feasibly accumulate an Arabic speaking niche market, especially in Orange County where Arabic speakers are highly populated. Therefore, creating ads in a second language would allow her to reach those clients through the website. Now that the Google Ad campaign has been run, Shereen can overall adjust her campaign to optimize results. Because her profession lies in the real estate industry, Shereen would need a higher budget in order to gain investment worthy benefits. Furthermore, the campaign would be time extensive to master navigating and manage throughout the month. Because she would be new to Adwords, if she were to continue pursuing an Adwords campaign, it is recommended that she allocate a starting budget of about \$200 until she realizes what measures to take to gain a return on investment (ROI). Once she determines ROI, she can increase her budget during strong real estate seasons

Learning Component

Learning Objectives and Outcomes Google Ad Words is an extremely valuable tool to use, making it an even harder tool to master. As a group, we recognized the importance of this project

and hoped to learn more about Google Ad Words and how it would be utilized for a business. We wanted to learn about how to create effective keywords for the real estate industry, the logistics behind running an Ad Campaign, and how to draw conclusions from data analytics. Despite the minimal outcome of our campaign, we realized that it is challenging to create effective ads that would result in increased ROI and CTR. We learned that it takes time to fine tune our key words and adapt to the data we were receiving.

A key tool our team will remember is to utilize Keyword Planner and Ubersuggest, a site we found that provides information on keyword suggestions, content ideas, top SEO pages, and other insight into the strategies that are working for others in the market. This site helped us in narrowing down what kind of keywords would best fit our Ad Campaign. Through this site, we were able to see keyword search volume, SEO difficulty, paid difficulty, and CPC. As marketers, these are the sites we cannot ignore when we using Google Ad Words in the future.

Upon completing this short Ad Campaign, we still have plenty to learn about Google Ad Words. Making strategic moves before, during, and after a campaign is a tough process that requires experience and diligent research. Although we did not see impressive results with this campaign, valuable first steps were taken with this Google Ad Words project and we will continue to research and gain experience throughout our marketing careers.

Group Dynamics Collectively as a group, we found it difficult to truly understand the workings of Google Ad Words because the tool was still quite foreign to us. In addition to this, it was hard to align our schedules to meet up because everyone had other projects and classes. Despite this, we were able to communicate through text, Google Docs, and after class. It was also difficult to share one Google Ad Words account between all group members because Google would suspect security breaches and only allow one person to access the account even if another person needed to log in at the time. Overall, we communicated with each other about deadlines and kept each other accountable and on track with what we aimed to work on throughout the semester.

Client Dynamics Since our client was one of our group members' mom, we expected that we would have to opportunity to work more intimately with her unlike other groups who worked with small businesses. Our client, Shereen was cooperative and open to our Google Ad Words campaign as expected. She took the laissez-faire approach and allowed our group to learn and work together without much interference. Because both our group and our client did not know how to utilize Google Ad Words, it was especially difficult working with someone without prior experience or knowledge. Nevertheless, we researched as best as we could in order to bring Shereen back with positive results.

Future Recommendations In the future, we will improve our campaign strategy by doing more research on the industry and keywords. We know that our campaign success is heavily reliant on our research and findings, thus we will review the resources given to us such as LinkedIn Learning to educate ourselves more on running a Google AdWords campaign. In addition, we discussed that it would be extremely useful to refer to someone who has experience with Google Ad Words in order to receive more intimate and thorough teachings on the subject. When it comes to group dynamics, communication is something we should always be improving on individually and as a group. In the future, we recommend that our client Shereen use Google Ad Words to her advantage because it is extremely cost effective, especially when it comes to real estate.