



IMC 616: Search Engine Marketing

Course Project Two, Recycle Ann Arbor

October 12, 2023

Dawkins-Taylor, Hostinsky, Smith, White

Executive Summary

This Smart Campaign Analysis focuses on the two Smart Campaigns, "Simple Recycling" and "Quick and Easy Recycling," targeting the Millennial and Gen X demographics. The services highlighted include Recycle Ann Arbor's Recycling A-Z Guide, Drop-off Center, and Curbside Services. The analysis revealed several important insights and changes made to enhance the engagement and effectiveness of the campaigns:

- Clear and concise campaign names were identified as crucial. Changing the campaign name from "Recycling Made Simple" to "Simple Recycling" aimed to make it more easily understandable for the target audience.
- The addition of high-performing keywords, such as "Curbside Recycling," helped optimize the campaigns and increase engagement. Conversely, underperforming keywords like "Recycle on the Go" were removed to improve overall campaign efficiency.
- To expand both campaigns' reach, our team changed the geographic targeting by using a broader radius of "Within 40 Miles of Business" instead of specific counties.
- Measuring both campaign performance through key metrics such as click-through rates, conversion rates, and cost per acquisition are key. This will allow Recycle Ann Arbor to gauge the success of their campaigns and make data-driven decisions for future optimizations.
- The landing page analysis focused on the preferences of Millennials and Gen Xers. For the "Simple Recycling" campaign, the drop-off center landing page was chosen, while the "Quick and Easy Recycling" campaign aimed to engage Gen Xers with residential curbside services and the A-Z Recycling Guide.
- Though weaknesses were identified, such as the absence of a social media presence and the need for an electronics recycling landing page, our Smart Campaigns demonstrate success. The use of Google Ads indicated engagement from the target personas, with clicks and conversions being recorded.
- While Recycle Ann Arbor's social media presence is limited, the report recommends improving consistency and engagement on Facebook and Instagram to target and engage the Millennial and Gen X demographics effectively.
- The report suggests that Recycle Ann Arbor enhance their digital presence by implementing remarketing strategies. This would involve targeting individuals who have previously shown interest in recycling or engaged with their campaigns, serving them relevant ads to reinforce the message and increase conversions.

This report concludes with recommendations for future smart campaigns, including defining clearer objectives, conducting thorough keyword research, and considering higher pay-per-click advertising. Increased integration with social media platforms like Facebook, Instagram, and even TikTok can help reach and engage the target markets, generating leads and increasing conversions.

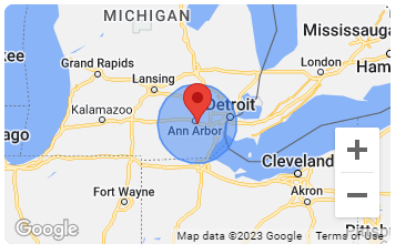

Overall, the Smart Campaign Analysis provides valuable insights and recommendations to enhance Recycle Ann Arbor's campaign performance and engage their target audiences effectively. All analyses and recommendations are directly related to, and due to, the meetings and discussions we have had with our Non-Profit Contact Erica Bertram throughout the semester.

Smart Campaign Analysis

Service Focus for Smart Campaigns

The targeted focus of services for Smart Campaigns, “Simple Recycling” and “Quick & Easy Recycling” are Recycle Ann Arbor’s Recycling A-Z Guide, Drop-off Center, and Curbside Services. Specific targeting of services, geographic location, top Keywords (Search terms), and age groups/devices used for user engagement with the campaigns is presented in **Exhibit 1** below.

Exhibit 1: Smart Campaign Focus Chart

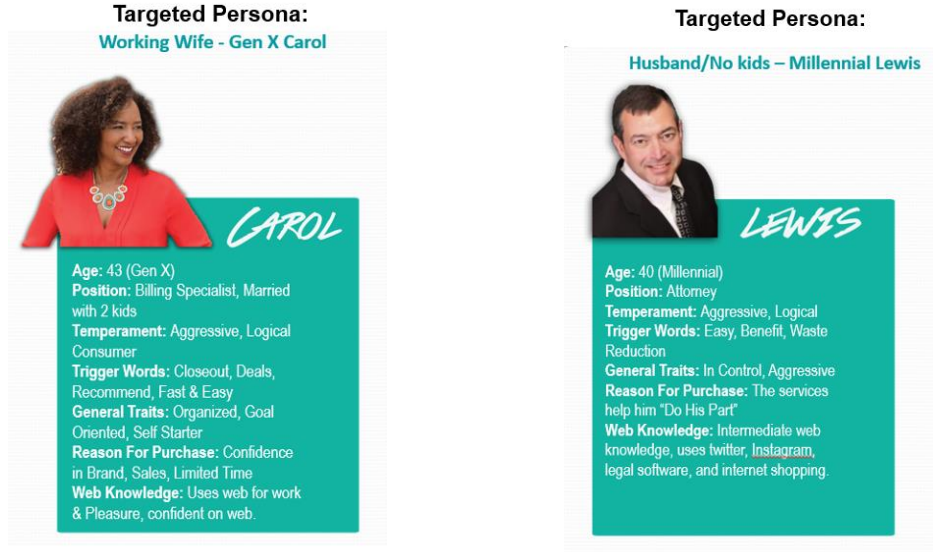
	Simple Recycling	Quick and Easy Recycling																											
Services	A-Z Recycling Guide Drop-Off Center, Curbside Recycling	A-Z Recycling Guide Drop-Off Center, Curbside Recycling																											
Geographic Targeting	Location Your ads show to people within 40 miles of your business 	Location Your ads show to people within 40 miles of your business 																											
Top Keywords	Search terms report & keyword themes <table border="1"> <thead> <tr> <th>Search Terms</th> <th>Clicks</th> <th>Spend</th> </tr> </thead> <tbody> <tr> <td>ann arbor recycling cen...</td> <td>1</td> <td>\$1.23</td> </tr> <tr> <td>simple recycling</td> <td>0</td> <td>\$0.00</td> </tr> </tbody> </table>	Search Terms	Clicks	Spend	ann arbor recycling cen...	1	\$1.23	simple recycling	0	\$0.00	Search terms report & keyword themes <table border="1"> <thead> <tr> <th>Search Terms</th> <th>Clicks</th> <th>Spend</th> </tr> </thead> <tbody> <tr> <td>ann arbor recycling</td> <td>1</td> <td>\$1.52</td> </tr> <tr> <td>getting rid of old paint</td> <td>1</td> <td>\$1.31</td> </tr> <tr> <td>ann arbor recycling cen...</td> <td>1</td> <td>\$0.90</td> </tr> <tr> <td>local recycling center n...</td> <td>0</td> <td>\$0.00</td> </tr> <tr> <td>recycle electronics near...</td> <td>0</td> <td>\$0.00</td> </tr> </tbody> </table>	Search Terms	Clicks	Spend	ann arbor recycling	1	\$1.52	getting rid of old paint	1	\$1.31	ann arbor recycling cen...	1	\$0.90	local recycling center n...	0	\$0.00	recycle electronics near...	0	\$0.00
Search Terms	Clicks	Spend																											
ann arbor recycling cen...	1	\$1.23																											
simple recycling	0	\$0.00																											
Search Terms	Clicks	Spend																											
ann arbor recycling	1	\$1.52																											
getting rid of old paint	1	\$1.31																											
ann arbor recycling cen...	1	\$0.90																											
local recycling center n...	0	\$0.00																											
recycle electronics near...	0	\$0.00																											
Age Groups Reached/Devices Used	Insights on how your ads are reaching people. <table border="1"> <tbody> <tr> <td>5</td> <td>times on desktop devices</td> </tr> <tr> <td>2</td> <td>times to people ages 35-44</td> </tr> </tbody> </table>	5	times on desktop devices	2	times to people ages 35-44	Insights on how your ads are reaching people. <table border="1"> <tbody> <tr> <td>6</td> <td>times on desktop devices</td> </tr> <tr> <td>4</td> <td>times to people ages 55-64</td> </tr> </tbody> </table>	6	times on desktop devices	4	times to people ages 55-64																			
5	times on desktop devices																												
2	times to people ages 35-44																												
6	times on desktop devices																												
4	times to people ages 55-64																												

Personas

The targeted personas for Smart Campaigns “Simple Recycling” and “Quick and Easy Recycling” are part of the Millennial and Gen X demographics. These personas fall between the age groups of 27-58. Due to their

hectic and busy lifestyles, these are the customers that Recycle Ann Arbor has struggled to engage with in past, and current, campaigns. See Personas in **Exhibit 2** below.

Exhibit 2: Targeted Personas



Google Ads Analyses

Based on our analyses, our targeting is working. Based on the information in Google Ads, our two target persona groups are engaging with the two smart campaigns and receiving clicks. "Simple Recycling" has had one click and no conversions and "Quick and Easy Recycling" has had three clicks and three conversions, see

Exhibit 3.

Exhibit 3: Smart Campaign Clicks and Conversions

Campaign	Status	Optimization score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost	Bid strategy type	Clicks	Conv. rate	Conversion
Quick And Easy Recycling	Eligible	-	Smart	8	3 clicks	37.50%	\$1.24	\$3.73	Maximize clicks	3	33.33%	1.00
Simple Recycling	Eligible	-	Smart	5	1 clicks	20.00%	\$1.23	\$1.23	Maximize clicks	1	0.00%	0.00

Smart Campaign Changes

The following changes were made to our team’s Smart Campaigns to encourage and enhance attention in our targeted markets. Through ongoing observation of the campaigns, we are able to gauge what is working, and where alterations are needed. The changes were also discussed with Recycle Ann Arbor’s Non-Profit Contact Erica Bertram to ensure maximum engagement.

- Changed Campaign name of “Recycling Made Simple” to “Simple Recycling”
- Added keyword “Curbside Recycling” based on high performance with other campaigns

- Removed keyword “Recycle on the Go” due to low, to zero, engagement
- Changed radius to “Within 40 Miles of Business” instead of listing specific counties

These changes to Recycle Ann Arbor's smart campaigns have taught us several things:

- **The importance of clear and concise campaign names:** By changing the campaign name from "Recycling Made Simple" to "Simple Recycling," the organization aims to make the campaign more straightforward and easily understandable for their target audience.
- **Leveraging high-performing keywords:** Adding the keyword "Curbside Recycling" based on high performance with other campaigns suggests that this phrase resonates well with the target audience. By incorporating this keyword, it increases the effectiveness of the campaign and increases engagement.
- **Eliminating underperforming keywords:** The decision to remove the keyword "Recycle on the Go" due to low or zero engagement demonstrates a strategic approach. If a particular keyword doesn't generate much interest or engagement, it is wise to remove it and focus on more effective keywords. This allows optimization of the campaign with keywords that resonate better with the targeted audience.
- **Using a broader geographic radius:** Changing the radius to "Within 40 Miles of Business" instead of listing specific counties provides the organization with a wider reach. This broader targeting approach allows them to connect with potential participants who may be located just outside the specific counties while still focusing on their target audience within a reasonable proximity to their business.

Landing Page Analysis

As previously mentioned, the target markets that our Smart Campaigns focused on are Millennials and Gen X.

Our team wanted to understand these consumers and what services our personas may be seeking. Within our team, we have members that fall into these demographics and were able to glean our individual knowledge and experience to create ideal personas for each Smart Campaign. Both campaign landing pages are within the top two, which means “top clicked pages.” See **Exhibit 4**.

Exhibit 4: Top Landing Pages

Landing page	+ <small>+</small>	↓ Sessions	Users	New users	Average engagement time per session	Conversions All events	Total revenue
		11,460 100% of total	7,993 100% of total	7,653 100% of total	1m 16s Avg 0%	3,131.00 100% of total	\$0.00
1	/	2,975	2,430	2,180	1m 48s	1,532.00	\$0.00
2	/divisions/drop-off-station	1,669	1,275	1,102	1m 22s	505.00	\$0.00

“Simple Recycling” Smart Campaign

Millennials (ages 27-42) are known for their busy and hectic lifestyle: work/school, family events, not to mention home ownership, renovation, landscaping, and organizing. Our team decided that the drop-off center would be the ideal landing page for Millennials. Here, they can find the best ways to dispose of materials from remodeling, landscaping, projects with their children, etc. The landing page we chose for the “Simple Recycling” Smart Campaign was www.recycleannarbor.org/divisions/drop-off-station. After receiving NPO Contact Erica Bertram’s feedback during our October 11 meeting, she agreed that this landing page worked

well for this persona. See **Exhibit 5**. Supplemental information is also available below, including Key Performance Indicators (KPIs) such as website traffic (**Exhibit 6**), customer acquisition and conversion rate (**Exhibit 7**), and retention rate (**Exhibit 8**).

Exhibit 5: “Simple Recycling” Landing Page

Landing page
 Consider what you're advertising, and enter the most relevant page of your website. This might be your homepage, or a more specific page.

Landing page
<https://www.recycleannarbor.org/divisions/drop-off-station>

[Edit](#)

Exhibit 6: Website Traffic

Session Google Ads campaign	Users	Sessions	Engaged sessions	Google Ads clicks	Google Ads cost	Google Ads cost per click
10 Simple Recycling	23 100% of total	25 100% of total	22 100% of total	31 100% of total	\$32.80 100% of total	\$1.06 Avg 0%

Exhibit 7: Customer Acquisition & Conversion Rate

0% = \$0 / 1,759 (CAC = Total Marketing Spend / # of new users)
 0 / 1 = 0 (Conversion Rate = # of conversions / Total # of ad interactions)

Campaign	Interactions	Interaction rate	Avg. cost	Cost	Bid strategy type	Clicks	Conv. rate	Conversion	Avg. CPC	Cost / conv.
Simple Recycling	1 clicks	20.00%	\$1.23	\$1.23	Maximize clicks	1	0.00%	0.00	\$1.23	\$0.00

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
1 United States	2,017 100% of total	1,839 100% of total	1,669 100% of total	59.95% Avg 0%	0.83 Avg 0%	1m 30s Avg 0%	20.9 100% of to

Exhibit 8: Retention Rate

1- 0 / 1 = .01% (CRR = ending users - new users / Beginning users)

Session Google Ads campaign	Users	Sessions	Engaged sessions	Google Ads clicks	Google Ads cost	Google Ads cost per click
10 Simple Recycling	1	1	1	1	\$1.23	\$1.23

“Quick and Easy Recycling” Smart Campaign

Gen X (ages 43-58) are always “on the go” and do not seem to have enough time in the day to complete their daily tasks. Our team agreed that this target market would best benefit from residential curbside services and the A-Z Recycling Guide. The original landing page we chose for this campaign was:

www.recycleannarbor.org/services-guide/recycling. After our October 11 meeting, NPO Contact Erica Bertram suggested that the landing page for this campaign be either the Recycle A2 home page or the A-Z Recycling Guide. She also suggested that a focus on electronics recycling might create further engagement with Gen Xers. Using this suggestion, we changed the landing page to Recycle Ann Arbor’s home page:

www.recycleannarbor.org. See **Exhibit 10**. Supplemental information is also available below, including Key Performance Indicators (KPIs) such as website traffic (**Exhibit 11**), customer acquisition and conversion rate (**Exhibit 12**), and retention rate (**Exhibit 13**).

Exhibit 10: “Quick and Easy Recycling Landing Page

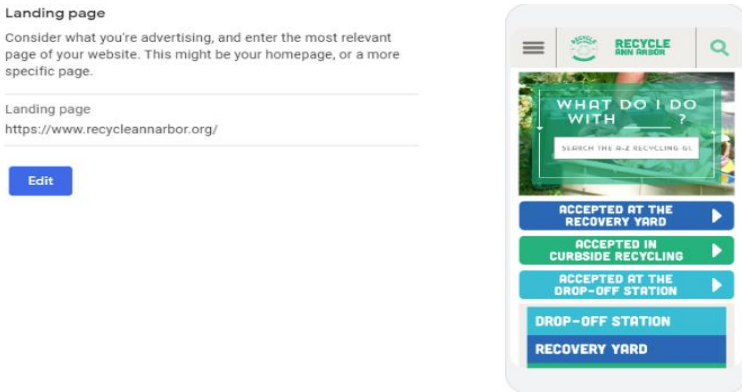


Exhibit 11: Website Traffic

Session Google Ads campaign	Users	↓ Sessions	Engaged sessions	Google Ads clicks	Google Ads cost	Google Ads cost per click
+	23 100% of total	25 100% of total	22 100% of total	31 100% of total	\$32.80 100% of total	\$1.06 Avg 0%
2 Quick And Easy Recycling	3	4	4	3	\$3.73	\$1.24

Exhibit 12: Customer Acquisition & Conversion Rate

.2% = $\$3.73 / 1,759$ (CAC = Total Marketing Spend / # of new users)
 1 / 3 = 33.3% (Conversion Rate = # of conversions / Total # of ad interactions)

Campaign		Interactions	Interaction rate	Avg. cost	↓ Cost	Bid strategy type	Clicks	Conv. rate	Conversion	Avg. CPC	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/> Quick And Easy Recycling	3 clicks	37.50%	\$1.24	\$3.73	Maximize clicks	3	33.33%	1.00	\$1.24	\$3.73
Country	+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	All events	↓	
		2,017 100% of total	1,839 100% of total	1,669 100% of total	59.95% Avg 0%	0.83 Avg 0%	1m 30s Avg 0%	20,9	100% of to		
1	United States	1,937	1,759	1,627	60.55%	0.84	1m 32s	20,5			

Exhibit 13: Retention Rate

1 - 0 / 1 = .01% (CRR = ending users - new users / Beginning users)

Session Google Ads campaign		Users	↓ Sessions	Engaged sessions	Google Ads clicks	Google Ads cost	Google Ads cost per click
2	Quick And Easy Recycling	3	4	4	3	\$3.73	\$1.24


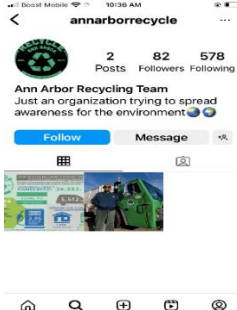
Weaknesses:

Smart campaigns “Simple Recycling” and “Quick and Easy Recycling” weaknesses consist of:

- Not having a social media presence with smart campaigns as another outlet for both Gen X and Millennials to engage with and link to the Recycle Ann Arbor website for more traffic.
- Our NPO contact suggested focusing the “Quick and Easy” campaign on recycling electronics. As previously mentioned, Erica suggested using the “home page” or the “A-Z Guide” as the landing. After researching the website, putting an “Electronic Recycling” landing page on the website would be beneficial for both the business and the consumer to drive more traffic than normal. Recycling these items can be cumbersome and people come to the website to get those questions answered. Why not leave them with zero questions?
- The conversions on the “Home” page of Recycle Ann Arbor, also the current landing page for “Quick and Easy Recycling”, do not give true details of actual conversions. This page is a starting point for all users who visit the site through an organic search. Many Millennials and Gen Xers will skip past the “sponsored ads” to click the 1st organic search page to find the closest search topic.

Social Media Engagement

Although our team’s Smart Campaigns are not associated with Recycle Ann Arbor’s social media, they are part of the KPIs needed to have a successful landing page. With the markets targeted by Recycle Ann Arbor, Gen X and Millennials, it would benefit the company to stay consistent by posting and driving people within those demographics to their website.

Facebook	Instagram
<p>Recycle Ann Arbor has 1.8K followers with 1.7K likes overall. Although these numbers are adequate, consistent posting via this social media platform will keep follower attention and engagement. Currently, Recycle Ann Arbor is posting one to three times per month on Facebook. seems to be the average.</p> 	<p>Recycle Ann Arbor has an Instagram with 82 followers and only 2 posts since February of 2020. Remaining “present” with your target market is crucial for follower engagement and participation.</p> 

Recommendations

- Recycle Ann Arbor, when making future smart campaigns, should define clearer objectives. This would help determine the success or failure of the campaign and would help with determining goals. For our Smart Campaigns, we chose keywords that were crucial to getting the highest amount of engagement to the website.
- Erica Bertram from Recycle Ann Arbor mentioned cutting down the verbiage of our ads. Our team believes that conducting thorough keyword research, for the terms and phrases for each campaign, is crucial and can enhance the ROI of the smart campaign. Utilizing Google Keyword Planner could help uncover relevant keywords and would be beneficial for any future campaigns.
- Recycle Ann Arbor should consider using more pay-per-click (PPC) advertising to help drive targeted traffic to the website. This would tie in strong keywords for maximum effectiveness and may help with combating sponsored ads.
- Enhancing digital presence, by implementing remarketing strategies involving targeting individuals who have previously shown interest in recycling or engaged with their campaigns, would reinforce the messaging, and increase conversions.
- Further integration of Smart Campaigns with social media will help reach targeted audiences by shared posts, encouraging the creation of leads for Recycle Ann Arbor.
 - Facebook: At least one post a day would help to establish trust and confidence in the brand. This would drive traffic to social media and lead to utilization of services offered.
 - Instagram: Posting once a day, during business hours, would be a great start. The target markets of Gen X and Millennial are very familiar with the internet and social media, and this would help in gaining leads and conversions for Recycle Ann Arbor.

- TikTok: There is no current TikTok presence for Recycle Ann Arbor but adding this platform would also help engage and retain the target markets presented in this analysis. Creating action reels to give prospective consumers a look inside Recycle Ann Arbor and their services will keep new and returning users engaged to both the website and the physical locations.

** All source information used was from Google Analytics and Google Ads: Recycle Ann Arbor