

Web Marketing Plan  
[Name of company] Coffee House

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## Executive Summary

Web-marketing options were researched and a plan drawn up for [Name of company] Coffee House, with three goals in mind:

- Increase sales
- Strengthen branding
- Improve customer service

Marketing alternatives generally were broken down into three sections:

- Social Media Marketing
- Search Engine Marketing
- Additional Marketing Options

In the Social Media section, recommendations were grouped into three categories:

- High-priority: Launch and use a Twitter account
- Medium-priority: Launch and use a Facebook page
- Low-priority: Launch and maintain blog or sponsor a community-oriented blog

In the Search Engine Marketing section, keywords and keyphrases were tested and compiled to form ad groups and ads for Google's AdWords service. Landing pages were designed for six ads to be implemented immediately.

In the Additional Marketing Options sections, recommendations were divided into two groups:

- Medium priority: E-mail campaigns
- Low priority: Banner ads

Generally, high-priority recommendations offer the chance for noticeable short-term results with a minimum investment of time and effort, as well as money. Medium-priority recommendations offer the chance for noticeable results over one or two months and require significant but not heavy investment of time and effort. Low-priority recommendations offer the chance of noticeable results over several months or more, and often require heavy investment of time and effort.

## Social Media

After reviewing their possible effectiveness and the time and effort required to implement them, Social Media marketing options were grouped into high-, medium- and low-priority groups. High-priority options should be pursued in the short term, medium-priority items should be pursued over a few months and low-priority items should be pursued over the long term, several months or more, if at all.

The options:

- High-priority: Twitter
- Medium-priority: Facebook
- Low-priority: a blog or sponsorship of a blog about the [Name of town] area

Though [Name of company] Coffee has made potential inroads in social media, mainly through links to YouTube videos, the company does not appear to have made serious use of this option.

The Web site's events calendar and its pages related to the shop's stage and music events create the potential for viral marketing through the hosting of live shows, but nothing appears to be happening in that regard. If bands play there, [Name of company] may even be able to use podcasting as a social marketing tool, as it already offers performers the chance to make video recordings.

Currently, a serious push into social media marketing would most likely involve using Twitter, Facebook or both. [Name of company] used neither at the time of this analysis. Another option in a serious campaign would be establishing a blog, such as one by the owner or employees, or sponsoring one dedicated to the [Name of town] area or some pertinent local topic.

Facebook is one of the heavyweights of social media, with membership hitting 250 million in July 2009, according to the news web site pcmag.com. Two months before that, Facebook surpassed MySpace in membership, according to pcmag.com. Twitter's unique visitors rose from 475,000 in February 2008 to 7 million in February 2009, according to information published last March by Nielsen wire, an online service of The Nielsen Co. Some 350 million people are estimated to read blogs regularly.

The region is heavily "wired," and though [Name of town] is more rural, it shares much of the area's character: educated residents, heavy computer and social media use. A business such as [Name of company] Coffee House, which caters to a clientele similar to that found in coffee shops across the region, would likely be well-served by social media marketing, as long as content is timely and worthwhile to consumers.

Using social media to promote a business is necessarily a long-term project. Whoever oversees such a project will have to produce new, original content regularly; content that is worth something to recipients. Content that strikes consumers as poorly done, or insincere, will not sway them to make purchases and may even lead to them ignoring such content in the future.

Products and services to emphasize in a social media marketing strategy:

- coffee
- food
- free WiFi service
- music or other live events when they occur.

Content to feature would include:

- special offers on coffee drinks
- special offers on food
- new blends of coffee available,
- new menu items
- events

Content to avoid would include:

- excessive detail about the business
- the offbeat material in the "stories" section
- attempts at humor and/or commentary about current events

Generally, easing into social media is considered the best course, factoring in the time and effort involved, and the uncertainty over results. The best approach is likely a pilot program, evaluating over time about which aspects of a campaign are working and which are not.

It is recommended that [Name of company] start with a Twitter account, consider Facebook after a few months, and possibly the launch of a blog related to the shop or sponsorship of a [Name of town]-focused blog over the long term.

## Twitter

Among the points in Twitter's favor is its proven success in promoting high-frequency purchases such as food. Mobile food vendors, especially in New York City and California, have turned to the service. The Web site [seriouseats.com](http://seriouseats.com) lists some 40 food vendors nationwide using Twitter, 23 of them in California and 10 in New York.

Signing up for Twitter is easy (name, a username and password are all that are initially required) and doesn't cost anything. The service is flexible, allowing "Tweets" to be generated in web form, as well as in text messages and instant messages.

The immediate nature of Twitter announcements such as limited-time special offers should provide immediate feedback on their effectiveness, a notable benefit as other marketing efforts, such as Search Engine Marketing (to be discussed in the next section) are geared for toward longer-term results (several months as opposed to several weeks).

Topics such as special offers and new coffee blends or menu items should lend themselves well to Twitter's short, 140-character tweets and will most directly drive purchases and return business.

One particularly interesting angle of Twitter use in marketing is the apparent monitoring of the service by companies as part of their customer service. Anecdotally, it appears some companies have found complaints about their products or services in customer Tweets, and have responded to them. An employee or other designated person announcing specials or other news on Twitter could take a few moments and search for [Name of company] Coffee (and similar variants) to see if there are posts about the shop.

Initially, one or two people at most should be in charge of making announcements on Twitter. This could involve whoever decides prices, special offers and product changes, such as the owner or a manager, or, if staff is amenable, a designated employee could do so. The shop's WiFi service would enable easy use; a company laptop might be made available to increase convenience for whoever posts the announcements.

A Tweet template could be written up, allowing the user to "fill in the blanks" with information such as: the item in a special offer, the offer's duration and price. Other information, such as the shop's address, would consume valuable character. A Twitter campaign would be directed at people already familiar with the shop and its location, and focus on getting those customers to return regularly.

Twitter's short message format is well-suited to mobile devices, a good avenue for reaching potential customers while they are away from home, working, shopping or otherwise on the go in the area. As discussed in the section on other marketing options, a potential target audience for this type of campaign would be people who live in the [Name of town] area but commute to and from jobs in nearby cities in the region.

## Facebook

While Facebook is an increasingly popular social media outlet for businesses of all types, launching and maintaining a Facebook page would involve more time and effort than using Twitter. Users who make the most of Facebook's resources do things such as post pictures and videos, and send invitations.

Facebook posts, such as status updates, have less immediacy than Tweets, and often do more to convey an overall impression of a business or brand, but can be used for announcements such as special offers. Such announcements could include simple calls to action such as going to the shop, calling in an order or visiting the Web site.

As a branding measure, Facebook likely would be quite valuable to announce, promote and portray events such as live music and other events. As with other efforts tied to music, this should be pursued only if and when music and other events are booked regularly.

## Blogs

Though the site does include a blog by the owner (the "News" section), it does not allow users to post comments or otherwise interact with the site, and often its content is not directly connected to the business. An interactive blog dedicated to content such as coffee and news about the shop itself could prove to be a useful social media marketing tool.

Of the main social media options, launching or sponsoring a blog likely would require the most time and effort and, in the case of sponsoring one, involve the most risk.

Points to consider in launching and maintaining a blog tied directly to the shop:

- Update frequently
- Original, relevant content
- Do not directly push sales
- Do not censor negative comments, yet remove comment spam

A blog that merely reads like advertising copy will turn off many potential readers, as will the appearance of not tolerating critical comments. Best practices in Web marketing emphasize transparency and honesty, recognizing that the power of viral marketing lies with the consumer more than the marketer. Content to feature would include informative posts about roasting coffee, general information about coffee types and their characteristics, anecdotes about working at or patronizing the store, and the company's business philosophy.

Sponsoring a third-party blog, such as one dedicated to features and activities in the [Name of town] area, could prove valuable in the long run, but runs the risk of associating the shop with posts and comments containing controversial opinions, offensive humor or other material (even if not clearly obscene) or even just weak content.

The biggest point in favor of pursuing a blog option is the fact [Name of company] uses its Web site in offbeat ways to communicate a sense of personality, including stories and videos that have no direct connection to the business of selling coffee. Content on the site dedicated to coffee-roasting techniques, coffee characteristics and the Fair Trade system for coffee would make good material for blog posts, but the topics might be exhausted after only a few posts. Before launching a blog, an extensive list of topics to cover over several months should be drawn up.

## Measuring Progress

Assuming a Twitter campaign, but not a Facebook page or blog, the best immediate measure of progress would be to gauge reaction to special offers or new menu items announced on Twitter. Because customers come into the store and deal directly with staff, it is likely they will mention having seen a special offer or new item in a Tweet; if not, employees could be instructed to ask if they suspect that's the case. Another method to employ with Tweets would be to include a simple promotion code, a three-digit number or a word, that the customer can give when placing their order. A simple way to measure results would be for employees to keep a tally on a clipboard, blackboard, computer screen or through some feature of recording the purchase, then adding up the total for each special offer.

In the longer term, if a Facebook page were pursued, similar tally methods could be used to track the response and sales generated by announcements on Facebook. A less tangible method with Facebook would be to track the business' number of friends and fans over time.



## Search Engine Marketing

### Google AdWords

Because Google controls some 75 percent of the search engine market, the Search Engine Marketing aspect of the marketing plan will focus on Google's AdWords service. In addition to its dominant market share over Yahoo and Microsoft's Bing search engine, Google's AdWords service offers several benefits:

- Google is considered the best available service for avoiding click fraud.
- AdWords' desktop program is easier to use than other vendors' systems, and accepts spreadsheet uploads.
- AdWords offers Flexible Location Targeting, which supports small-region targeting if enough traffic is generated. This would be very useful for a campaign intended to drive local customer traffic in the store, and might be used effectively for limited time offers such as weekly specials.
- AdWords offers the option of paying by click or by thousands of impressions, which could be useful in a campaign aimed primarily at branding rather than generating store traffic.
- The Search Network is more effective than the other Google option, the Content Network.

Google AdWords pricing is almost always based on Pay Per Click (PPC), though as noted above, pricing based on thousands of impressions/views (CPM) is available. The advertiser pays a certain amount (anywhere from five cents to a few dollars) per click.

Advertisers submit sealed bids for click prices, and are unaware what other advertisers are bidding. Google reviews the bid, Web site and ads and responds with a price.

Along with bids, advertisers set daily budgets; when the clicks on an ad reach the daily budget limit, that ad does not appear for the rest of the day.

One of AdWords' best incentives is that the more successful a given ad is (i.e., the more people click on it), the lower its PPC becomes over time. Refining and improving ads over time should result in lower costs.

## Keyphrases

Specific queries generate the most traffic and higher conversion rates. People who are searching for a coffee shop in or near [Name of town] can be expected to be local and highly motivated to make a purchase. Such searches likely will focus on location and specific products, and keywords and phrases catering to those searches should be exact matches of location and products or services.

Test keyphrases were derived from keywords about products and services emphasized in the Web site's content, such as items in the coffee and food menus, the availability of wireless Internet access (Wifi), and the potential for live music events. Test keyphrases were built with three and mostly four words, as those are considered ideal lengths at which conversions peak. These keyphrases were used in Google searches and evaluated based on the number of results they produced, [Name of company] Coffee's rank in those results and whether ads appeared with the results.

A few keyphrases were eliminated because they produced: "short head" results in the hundreds of thousands and millions; high rankings and ads for at least one competitor; confusing results that included brands such as [Name of town] shoes; results with ads.

Testing showed that the phrases "coffee [name of town]" (as well as "[name of town] coffee") and "coffee shop [name of town]" (as well as "[name of town] coffee shop") were too vague and produced high-rank results for [Name of competitor] Coffee, which offers mostly drive-through service at its locations, but does have a storefront location on Main Street in [Name of town], nor far from [Name of company] Coffee House.

Adding the term "MI" for "Michigan" (as well as the variants "mi," "mich" and "michigan") improved results markedly, producing results pages with no ads, indicating potential for [Name of company]'s ads to appear alone, or easily place in the top three. Incorporating keywords related to menu items further improved results, as did incorporating the terms "food," "wifi" and "music."

Because the Web site has several pages dedicated to the food menu, search terms were tested and developed using keywords such as "food," "breakfast," and even "vegetarian food" as it yielded long tail results and can be considered a criteria important to at least some customers and potential customers in the region, which contains a significant number of vegetarians and vegetarian restaurants

Ads involving the keyword "music" face the problem that there appear to be no music events scheduled at the time of this analysis. In addition, testing "[name of town] MI music" and "[name of town] MI live music" turned up hundreds of thousands of results and SERPs with several ads. Ad groups and ads were developed for keyphrases

containing "music," but were restricted to one ad group and not combined with others. Keyphrases that include "music" also include keywords such as "food" and "coffee" to avoid "short head" and confusing results. The shop's open invitation that bands "book a gig" was considered a useful angle to pursue for future ads in this group, but not worth pursuing immediately.

Among the benefits found among the selected keyphrases was a negative keyword value in that they rarely produced results for [Name of competitor] Coffee, and no ads for [Name of competitor]. It appears likely this is because [Name of competitor] does not participate in AdWords, as even searches that turned up high search rankings for [Name of competitor]'s Web site yielded no ads for the company.

The keyphrases selected:

[name of town] MI coffee  
[name of town] MI coffee shop  
[name of town] MI coffee house  
[name of town] MI coffee food  
[name of town] MI espresso  
[name of town] MI latte  
[name of town] MI cappuccino  
[name of town] MI coffee sandwiches  
[name of town] MI coffee vegetarian  
[name of town] MI vegetarian food  
[name of town] MI coffee wifi  
[name of town] MI food wifi  
[name of town] MI breakfast wifi  
[name of town] MI wifi  
[name of town] MI free wifi  
[name of town] MI coffee breakfast  
[name of town] MI breakfast  
[name of town] MI vegetarian breakfast  
[name of town] MI coffee catering  
[name of town] MI catering  
[name of town] MI catering vegetarian  
[name of town] MI coffee music  
[name of town] MI food music  
[name of town] MI music wifi  
[name of town] MI coffee poetry  
[name of town] MI poetry slam

## Ad groups

Factors to consider in developing ad groups include:

- Having a small number of keywords in each
- Having related keywords in each group and outliers in separate groups
- Search engines' use of broad matching, phrase matching and exact matching

The keyphrases were sorted into groups.

Group 1. Target: coffee purchases

[name of town] MI coffee  
[name of town] MI coffee shop  
[name of town] MI coffee house  
[name of town] MI espresso  
[name of town] MI cappuccino  
[name of town] MI latte

Group 2. Target: coffee and food purchases

[name of town] MI coffee food  
[name of town] MI coffee sandwiches

Group 3. Target: vegetarian food purchases

[name of town] MI vegetarian food  
[name of town] MI vegetarian breakfast  
[name of town] MI catering vegetarian  
[name of town] MI coffee vegetarian food

Group 4. Target: breakfast coffee and food purchases

[name of town] MI breakfast  
[name of town] MI coffee breakfast  
[name of town] MI vegetarian breakfast

Group 5. Target: wifi service

[name of town] MI wifi coffee  
[name of town] MI wifi food  
[name of town] MI wifi  
[name of town] MI free wifi

Group 6. Target: catering service

[name of town] MI coffee catering  
[name of town] MI catering  
[name of town] MI catering vegetarian

Group 7. Target: music events  
[name of town] MI coffee music  
[name of town] MI food music  
[name of town] MI wifi music

[name of town] MI coffee poetry  
[name of town] MI music poetry  
[name of town] MI poetry slam

## Ads

Adhering to Google Adwords standards, the ads will follow the same basic structure: title; two lines of description; visible URL; underlying URL.

[Name of company] or other keywords (24-25 characters at most)  
2 lines of text,  
5-6 words each  
[www.foggybottomcoffee.com/\(landing page\)](http://www.foggybottomcoffee.com/(landing page))

Ads should state a clear benefit and issue a call to action such as visiting the store, phoning in an order (in lieu of online ordering) or visiting the Web site.

**Group 1.** Target: coffee purchases

**[Name of company] Coffee House**  
Fresh-roasted coffees and more.  
Call 734-424-9630 to order.  
[www.foggybottomcoffee.com/\(coffee\)](http://www.foggybottomcoffee.com/(coffee))

**Espresso, latte, cappuccino**  
Fresh-roasted coffees and more.  
Call 734-424-9630 to order.  
[www.foggybottomcoffee.com/\(coffee\)](http://www.foggybottomcoffee.com/(coffee))

**Group 2.** Target: coffee and food purchases

**[Name of company] coffee/food**  
Fresh-roasted coffee, sandwiches,  
salads and more. Visit us online.  
[www.foggybottomcoffee.com/\(coffee+food\)](http://www.foggybottomcoffee.com/(coffee+food))

**Group 3.** Target: vegetarian food purchases

**Coffee, vegetarian food**

Meatless sandwiches, salads  
and more. Visit us online.

[www.foggybottomcoffee.com/\(vegetarian\)](http://www.foggybottomcoffee.com/(vegetarian))

**Group 4.** Target: breakfast purchases

**Coffee and breakfast**

Fresh-roasted coffee, breakfast  
sandwiches and wraps. Visit us online.

[www.foggybottomcoffee.com/\(breakfast\)](http://www.foggybottomcoffee.com/(breakfast))

**Coffee, vegetarian breakfast**

Fresh-roasted coffee, breakfast,  
vegetarian items available. Visit us online.

[www.foggybottomcoffee.com/\(breakfast\)](http://www.foggybottomcoffee.com/(breakfast))

**Group 5.** Target: WiFi service

**[Name of company] coffee/wi-fi**

Fresh-roasted coffee, food;  
relax with free WiFi.

[www.foggybottomcoffee.com/\(freewifi\)](http://www.foggybottomcoffee.com/(freewifi))

**Group 6.** Target: catering service

**[Name of company] coffee/cater**

Sandwich, veggie/fruit and sweets  
trays, lunch boxes. Visit us online.

[www.foggybottomcoffee.com/\(catering\)](http://www.foggybottomcoffee.com/(catering))

## **Group 7. Target: music events**

### **[Name of company] coffee/music**

Check our calendar for live music poetry slams and more.

[www.foggybottomcoffee.com/\(view events\)](http://www.foggybottomcoffee.com/(view events))

### **[Name of company] coffee/music**

Got a band? Need a place to play? Visit us online.

[www.foggybottomcoffee.com/\(book a gig\)](http://www.foggybottomcoffee.com/(book a gig))

### **[Name of company] coffee/events**

Need a place for a group meeting, poetry slam or concert? Visit us online.

[www.foggybottomcoffee.com/\(our venue\)](http://www.foggybottomcoffee.com/(our venue))

Over time, as the effectiveness of the first set of ads becomes apparent, adjustments should be made to maximize the placement of ads that perform well, eliminate poorly performing ads and introduce new ones to test their performance.

At the outset, an AdWords campaign should target English language speakers. If the shop has Spanish speaking customers, ads targeting Spanish could be developed over the long term.

Though [Name of company]'s menu could be considered extensive, no need is seen for using measures such as dynamic ads or DKI. If ads emphasizing food items prove effective, DKI could be introduced over time to develop intricate campaigns for specific menu items.

## **Landing Pages**

Landing pages were designed for at least one ad in each group. The site's basic look and feel were preserved; four pages can be considered new, while two pages are essentially redesigned versions of existing pages on the site. The ads tied to keyphrases about music will link to existing pages, if and when they are used.

Factors to consider when building landing pages for the ads include:

- Google's three main criteria: relevant and original content, transparency, navigability
- Landing pages should fit keywords of specific ad campaigns
- Google charges less per click for landing pages adhering to these standards

Landing pages were designed to prominently feature keywords from the ads leading to them, images that related to the keywords (with alt text containing those keywords) and content that stresses showing users their purchase options and a call to action such as "Call 734-424-9630 to order."

Global navigation as used on the rest of the site was preserved to maintain consistency and because though limited, it was easy to use.

To promote transparency, menu listings include ingredients and prices, details about purchases, such as conditions for catering purchases, are given near the top of the content area instead of at the bottom.

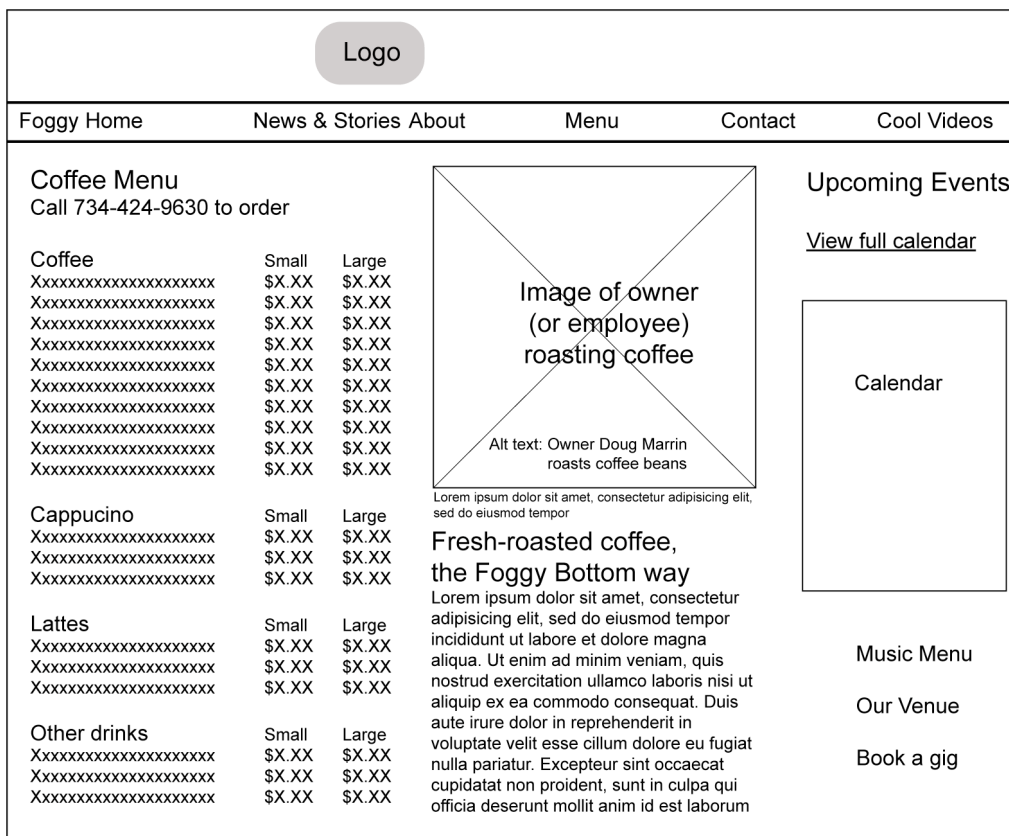


## Landing Page for Group 1. Target: Coffee purchases

### Content outline:

- Web site header and global nav
- Coffee menu (with phone number)
- Image of owner or employee roasting coffee
- Text about roasting coffee
- Upcoming events

Figure 1 – Landing Page for Ad Group 1



## Landing Page for Group 2. Target: Coffee and food purchases

Content outline:

- Web site header and global nav
- Coffee menu (with phone number)
- Image of sandwich and salad
- Menu overview
- Upcoming events

Figure 2 – Landing Page for Ad Group 2

## Landing Page for Group 3. Target: Vegetarian food purchases

Content outline:

- Web site header and global nav
- Coffee menu (with phone number)
- Image of vegetarian entree(s)
- List of four vegetarian entrees
- List of two vegetarian breakfast items
- Upcoming events

Figure 3 – Landing Page for Ad Group 3

Logo																																																																									
Foggy Home	News & Stories	About	Menu	Contact	Cool Videos																																																																				
<p><b>Coffee Menu</b> Call 734-424-9630 to order</p> <table border="0"> <tr> <td><b>Coffee</b></td> <td>Small</td> <td>Large</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> </table> <table border="0"> <tr> <td><b>Cappucino</b></td> <td>Small</td> <td>Large</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> </table> <table border="0"> <tr> <td><b>Lattes</b></td> <td>Small</td> <td>Large</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> </table> <table border="0"> <tr> <td><b>Other drinks</b></td> <td>Small</td> <td>Large</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> <tr> <td>XXXXXXXXXXXXXXXXXXXX</td> <td>\$X.XX</td> <td>\$X.XX</td> </tr> </table>		<b>Coffee</b>	Small	Large	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	<b>Cappucino</b>	Small	Large	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	<b>Lattes</b>	Small	Large	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	<b>Other drinks</b>	Small	Large	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	XXXXXXXXXXXXXXXXXXXX	\$X.XX	\$X.XX	<p>Image of vegetarian entree(s)</p> <p>Alt text: name(s) of entree(s)</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor</p>		<p><b>Upcoming Events</b></p> <p><a href="#">View full calendar</a></p> <div style="border: 1px solid black; width: 100%; height: 100%; text-align: center; padding: 20px;">Calendar</div>
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			<p><b>Vegetarian Entrees</b></p> <p><b>Mt. Foraker wrap:</b> Grilled Tempeh (rice, soy), Bell Pepper Strips, Red Onions, Marinated Artichoke Hearts, Provolone Cheese and Lite Veggie Spread rolled in a Spinach Herb Lawash.</p> <p><b>Peach Mountain panini:</b> Chipotle/mesquite hummus, tempe, black bean corn salsa, tomato, grilled onions &amp; peppers grilled in a sun-dried tomato wrap.</p> <p><b>Leelanau Classic salad:</b> A bed of green lettuce topped with fresh strawberries, bannanas, dried cherries, grape tomatoes, crumbled gorgonzola &amp; sliced almonds. Served with lite raspberry vinaigrette.</p>	<p><b>Music Menu</b></p> <p><b>Our Venue</b></p> <p><b>Book a gig</b></p>																																																																					
			<p><b>Vegetarian Breakfast Entrees</b></p> <p><b>Veggies &amp; Swiss Sandwich:</b> English muffin, egg, Swiss cheese, sauteed vegetables.</p> <p><b>Southwest Veggie wrap:</b> Two eggs, grilled onions and peppers, black bean corn salsa, tomato, pepperjack cheese and chipotle spread.</p>																																																																						

## Landing Page for Group 4. Target: Breakfast coffee and food purchases

Content outline:

- Web site header and global nav
- Coffee menu
- Image of breakfast entrees
- List of four breakfast entrees
- List of two vegetarian breakfast entrees
- Upcoming events

Figure 4 – Landing Page for Ad Group 4

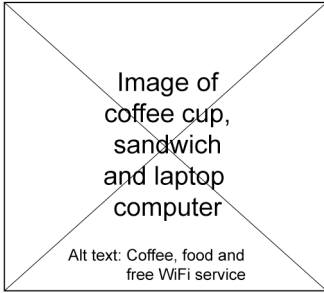
Logo					
Foggy Home	News & Stories	About	Menu	Contact	Cool Videos
<b>Coffee Menu</b> Call 734-424-9630 to order			<p>Alt text: name(s) of entree(s)</p> <p>Placeholder for an image of breakfast entrees.</p>	<b>Upcoming Events</b> <a href="#">View full calendar</a>	
<b>Coffee</b> XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX	Small \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX	Large \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX \$X.XX		<div style="border: 1px solid black; padding: 10px; width: 100%;"> <p style="text-align: center;">Calendar</p> </div>	
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<b>Other drinks</b> XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX	Small \$X.XX \$X.XX \$X.XX	Large \$X.XX \$X.XX \$X.XX			
			Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor <b>Breakfast Sandwiches</b> English muffin, egg, and other goodies 1. Sausage 'n Sharp Cheddar 2. Ham 'n Cheddar Bacon Scallion 3. Bacon Pepperjack 4. Veggies 'n Swiss <b>Breakfast Wraps</b> A little heartier than our sandwiches 1. Bacon 'n Cheddar. Two eggs, bacon, sharp cheddar, tomato, and mayo in a tomato Lawash wrap. 2. Southwest Veggie. Two eggs, grilled onions and peppers, black bean corn salsa, tomato, pepperjack cheese and chipotle spread.		
				<b>Music Menu</b>  <b>Our Venue</b>  <b>Book a gig</b>	

## Landing Page for Group 5. Target: Wi-fi service

Content outline:

- Web site header and global nav
- Coffee menu (with phone number)
- Link to existing "About Our Free WiFi" page
- Image of coffee cup, food item and laptop computer
- Menu overview
- Upcoming events

Figure 5 – Landing Page for Ad Group 5

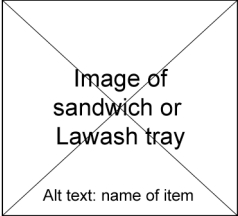

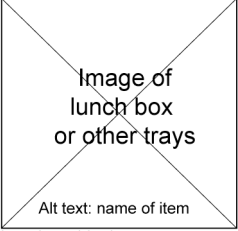
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Foggy Home    News & Stories    About    Menu    Contact    Cool Videos																																																																																	
<p><b>Coffee Menu</b> Call 734-424-9630 to order</p> <p><b>Coffee</b></p> <table border="0"> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>Small</td><td>Large</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> </table> <p><b>Cappucino</b></p> <table border="0"> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>Small</td><td>Large</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> </table> <p><b>Lattes</b></p> <table border="0"> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>Small</td><td>Large</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> </table> <p><b>Other drinks</b></p> <table border="0"> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>Small</td><td>Large</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> <tr><td>Xxxxxxxxxxxxxxxxxxxxx</td><td>\$X.XX</td><td>\$X.XX</td></tr> </table>	Xxxxxxxxxxxxxxxxxxxxx	Small	Large	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	Small	Large	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	Small	Large	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	Small	Large	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	Xxxxxxxxxxxxxxxxxxxxx	\$X.XX	\$X.XX	<p>Relax with free WiFi <a href="#">About our WiFi</a></p> <div style="text-align: center;">  <p>Image of coffee cup, sandwich and laptop computer</p> <p>Alt text: Coffee, food and free WiFi service</p> <p><small>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor</small></p> </div> <p><b>Menu overview</b></p> <table border="0"> <tr><td><u>Pitas</u></td><td>\$5.59</td></tr> <tr><td><u>Paninis</u></td><td>\$5.59</td></tr> <tr><td><u>Sandwiches</u></td><td>\$6.49</td></tr> <tr><td><u>Wraps</u></td><td>\$6.49</td></tr> <tr><td><u>Salads</u></td><td>\$6.49</td></tr> <tr><td><u>Quesadillas</u></td><td>\$5.99</td></tr> <tr><td><u>Nachos</u></td><td>\$7.99</td></tr> <tr><td><u>Soup</u></td><td>\$2.99</td></tr> <tr><td><u>Half Sandwich &amp; Side</u></td><td>\$6.49</td></tr> <tr><td><u>Half sandwich</u></td><td>\$3.99</td></tr> <tr><td><u>Kids</u></td><td>\$2.99</td></tr> </table>	<u>Pitas</u>	\$5.59	<u>Paninis</u>	\$5.59	<u>Sandwiches</u>	\$6.49	<u>Wraps</u>	\$6.49	<u>Salads</u>	\$6.49	<u>Quesadillas</u>	\$5.99	<u>Nachos</u>	\$7.99	<u>Soup</u>	\$2.99	<u>Half Sandwich &amp; Side</u>	\$6.49	<u>Half sandwich</u>	\$3.99	<u>Kids</u>	\$2.99	<p><b>Upcoming Events</b></p> <p><a href="#">View full calendar</a></p> <div style="border: 1px solid black; width: 100%; height: 100%; text-align: center; padding: 20px;">                 Calendar             </div> <p><b>Music Menu</b></p> <p><b>Our Venue</b></p> <p><b>Book a gig</b></p>
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## Landing Page for Group 6. Target: Catering service

Content outline:

- Phone number for catering orders or assistance
- Details about catering purchases: tax, gratuity, payment method, etc.
- Sandwich Tray menu
- Lawash Tray menu
- Lunch Box menu
- Information about Sweets Tray
- Information about Fruit Tray
- Information about Veggie Tray
- Information about Bagels and Muffins Tray
- Images of Sandwich and other trays
- Upcoming events

Figure 6 – Landing Page for Ad Group 6

Logo					
Foggy Home	News & Stories	About	Menu	Contact	Cool Videos
Catering		Call 734-424-9630 to order or for assistance		Upcoming Events	
<p><b>Specialty Sandwich Tray</b> \$5.99 per person  <i>An assortment of Foggy Bottom's hearty specialty sandwiches.</i>  <b>Grand Teton:</b> Sliced Turkey, Roast Beef, Ham, Smoked Vermont Cheddar, Mayo, Tomato and Lettuce on Asiago.  <b>K2:</b> Chicken Salad sprinkled with sliced almonds on a bed of lettuce served on a Ciabatta.  <b>St. Elias:</b> Sliced Turkey, Swiss, Bistro Sauce, Red Onion, Tomato and lettuce on Asiago.  <b>Monte Rosa:</b> Chicken, Bacon bits, Parmesan Cheese, Red Onion, Tomato, Lettuce and Creamy Caesar Dressing rolled in a Tomato Basil Lawash.  <i>If you prefer, you can pick from any of the sandwiches listed in our standard menu. Add a side of pasta, house or caesar salad, \$1.50 per person.</i></p> <p><b>Assorted Lawash Wraps Tray</b> \$5.49 per person  <i>A selection of our lawash wraps served in slices for variety or a quick, light meal.</i>  <b>Grand Teton:</b> Sliced Turkey, Roast Beef, Ham, Smoked Vermont Cheddar, Mayo and Tomato, in a Tomato Basil Lawash.  <b>Killimanjaro:</b> Turkey, Ham, Bacon, Mesquite Spread, Red Onion, Tomato and Lettuce in a Tomato Basil Lawash.  <b>St. Elias:</b> Sliced Turkey, Swiss, Bistro Sauce, Red Onion, Tomato and Lettuce on Asiago.  <b>Mt. Foraker (Vegetarian):</b> Crilled Tempeh (rice, soy), Bell Pepper Strips, Red Onions, Marinated Artichoke Hearts, Provolone Cheese and Lite Veggie Spread rolled in a Spinach Herb Lawash.  <i>If you prefer, you can pick from any of the sandwiches listed in our standard menu. Add a side of pasta, house or caesar salad, \$1.50 per person.</i></p> <p><b>Traditional Lunch Box</b> \$8.99 per person  <i>Includes a specialty sandwich, chips, cookie and a soft drink, cold tea or water.</i>  <b>Grand Teton:</b> Sliced Turkey, Roast Beef, Ham, Smoked Vermont Cheddar, Mayo, Tomato and Lettuce on Asiago.  <b>K2:</b> Chicken Salad sprinkled with sliced almonds on a bed of lettuce served on a Ciabatta.  <b>St. Elias:</b> Sliced Turkey, Swiss, Bistro Sauce, Red Onion, Tomato and lettuce on Asiago.  <b>Monte Rosa:</b> Chicken, Bacon bits, Parmesan Cheese, Red Onion, Tomato, Lettuce and Creamy Caesar Dressing rolled in a Tomato Basil Lawash.  <i>If you prefer, you can pick from any of the sandwiches listed in our standard menu.</i></p> <p><b>Sweet Treats Tray</b> \$24.99 per 10 people  <i>A variety of gourmet cookies and brownies.</i></p> <p><b>Fresh Fruit Tray</b> \$34.99 per 10 people  <i>A Delicious selection of seasonal fruit with strawberry yogurt dip.</i></p> <p><b>Veggie Tray</b> \$24.99 per 10 people  <i>An assortment of fresh veggies with bacon ranch dip.</i></p> <p><b>Bagels and Muffins Tray</b> \$24.99 per 10 people  <i>An assortment of muffins, bagels and cream cheese.</i></p>		<p><b>Please note:</b></p> <ul style="list-style-type: none"> <li>• Prices do not include tax, gratuity or delivery charge.</li> <li>• Payment by Cash, Credit Card or Company Check.</li> <li>• \$35 charge for missing or damaged silver trays.</li> <li>• Everything on this menu is subject to change.</li> </ul>		<p>View full calendar</p>	
		 <p>Alt text: name of item</p> <p>Lorem ipsum dolor sit amet, consectetur sed do eiusmod tempor</p>			
		 <p>Alt text: name of item</p> <p>Lorem ipsum dolor sit amet, consectetur sed do eiusmod tempor</p>		<p>Music Menu</p> <p>Our Venue</p> <p>Book a gig</p>	

## Measuring Progress

Measuring progress in the short run will not be easy. Much like Search Engine Optimization efforts through Google, it takes time to develop data and for trends to emerge. Google considers long-term stability and success an important criteria in areas such as search ranking and ad placement.

One method that could be used soon after a campaign's launch is searching Google with the selected keyphrases to see whether [Name of company]'s ads show up on the Search Engine Results Pages. The keyphrases were chosen largely based on their tendency to yield results with no ads, to avoid a long process of climbing up crowded displays of ads.

Possibly the best short-term method of measuring success would be to include promotion codes in ads that customers could give for discounts, or even a call to action such as "Mention this ad, get 10% off."

Over time, Google data such as landing pages' Quality Scores will be available, and likely will point out which pages perform well and which ones don't.

Google Analytics reports should start to show trends after at least one month about how visitors are reaching the site, what landing pages they reach and thus which ads are most successful. Another notable trend that should show up is times of the day/week when clicks and visits either spike or bottom out. Future ad placement could take into account those busy and idle times.

After several months, comparisons of data about Click Through Rate, Cost Per Click, conversion rates and costs per conversion should show performance over time in enough detail that ads can be assessed individually and fine-tuned if not rewritten or eliminated. Comparing these total costs to sales linked directly to Search Engine Marketing efforts (tracked by use of promotion codes and similar measures) should give a reasonable estimate of Return on Investment and Return on Ad Spend.

Another important measure of success may emerge over a short period of time: how much Google charges. If that cost is low, or falls over time, the ads must be performing well or, at least, improving over time.

## Other Marketing Efforts

Other options for Web-based marketing include e-mail campaigns and banner ads.

### E-mail

E-mail campaigns generally cost much less than banner ads and Search Engine Marketing through AdWords, and that fact may be especially notable during a general economic downturn or a period of low revenue for an individual business.

Other positive aspects of using e-mail as a marketing tool:

- The Web-surfing public is comfortable with it
- Periodic mailings can be very good for limited-time offers
- They can be tailored to workplace or home addresses based on times of day and days of the week
- Cascading Style Sheets can be used with HTML e-mails to create versions that read well on mobile devices

E-mail alerts for special offers should contain a short description of the offer in the subject line, much like keywords from an ad should appear immediately in a landing page.

A typical campaign tailored to workplaces would be sent to those addresses at midweek, by 2-3 p.m. It could feature coffee specials for the next few mornings or special offers on food items that could be picked up on the way home in the evening.

A typical weekend campaign tailored to home addresses could promote the convenience buying takeout items, coffee drinks such as cappuccinos and lattes that might be more suitable for weekend afternoon than weekday mornings, even catering services for people with weekend guests, parties, etc.

In keeping with best practices for Web marketing, e-mails should offer opt-out options, read well if users have images turned off, and any links to the Web site should lead to landing pages tailored to particular e-mail recipients. All e-mails and attachments should be virus-checked before sending, as inadvertently infecting users' computers would be a certain way to lose business and generate ill will that might be manifested online through social media.

Methods for measuring success of e-mail campaigns could include:

- Offer coupons or promotion codes in e-mails, and track how many are used during in-store purchases
- Track the downloading of a particular graphic in e-mails, to determine how many users are opening and reading them



- Use analytics to track Web site visits from links in e-mail alerts (though this would also be evident through landing page visits)

Like Social Media marketing, e-mail campaigns require significant time and effort to conduct successfully. That disadvantage is a major reason e-mail is considered a medium-priority recommendation; one to pursue if other, more short-term recommendations succeed.

## Banner Ads

Along with being more expensive than e-mail campaigns, banner ads typically produce Click-Through Rates of only 1 percent. This is often attributed to the phenomenon of "banner blindness," or users ignoring obvious advertising as they make their way through a site's content, and can be even more of a problem if the ad appears on a site whose content is not at all related to the business (i.e., an ad for coffee on a Web site about automobiles).

Banner ads are considered a low-priority option at this time because of the lower CTR and relatively high expense. If they were to be used, they should be targeted at a very small marketing area. They could have some value in promoting special offers, and the use of images, such as coffee drinks and food items, could possibly drive impulse purchases, but these seem like very minor advantages compared to the disadvantages.

The best strategy for using banner ads likely would be to place them on a few key Web sites for [Name of town] area businesses that cater to similar clientele as [Name of company] Coffee House.