



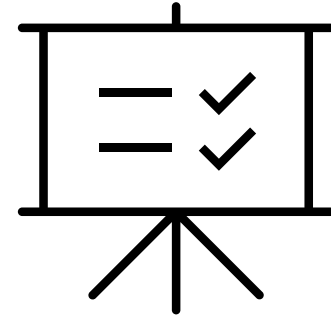
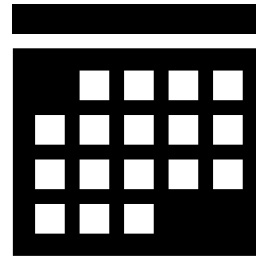
Final Digital Marketing Campaign Report

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Agenda

- Team Introduction
- Executive Summary
- Client Overview
 - Target Market
 - WebsiteCritique
 - Digital Presence
- Objective 1
 - Strategy
 - Implementation and Results
 - Value
- Objective 2
 - Strategy
 - Implementation and Results
 - Value
- Objective 3
 - Strategy
 - Implementation and Results
 - Value
- Overall Value to Client
- Follow-Up Plan



All Around This World

Overview



- Established in 2009 in Philadelphia, Pennsylvania
- Interactive, multicultural music program for children 0-12
 - In-person and virtual classes
 - Weekby-week musical activities
 - Lesson plans for educators
- Music curriculum based on years of musical and cultural research

Executive Summary



Strategy & Implementation

Increase Brand Engagement	Raise Brand Awareness	Enhance Brand Consideration
<ul style="list-style-type: none">• Ran Facebook ad• Boosted a post from client's Facebook page	<ul style="list-style-type: none">• Ran 2 Google Ads• One ad for each target segmentation (parents & teachers)	<ul style="list-style-type: none">• Created a mock example of website with new aesthetic look
Implementation	Implementation	Implementation
<ul style="list-style-type: none">• Added a hyperlink to the website's homepage• Used keywords to target a specific audience	<ul style="list-style-type: none">• Added phone number for direct contact with business• Centered around two main target markets• Used key words to target specific market	<ul style="list-style-type: none">• Added call-to-action buttons• Decluttered Home Page for more concise information

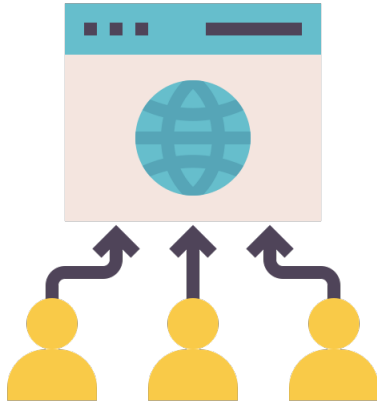
Results

Increase Brand Engagement	Raise Brand Awareness	Enhance Brand Consideration
<ul style="list-style-type: none">• Impressions: 1,749• Engagement: 78 100% increase• Link Clicks 76	<p>Ad 1:</p> <ul style="list-style-type: none">• Reach (Impressions): 12.2K• Clicks: 84• Click-Through-Rate: 0.69% <p>AD 2:</p> <ul style="list-style-type: none">• Reach (Impressions): 60.8K• Clicks: 1.1K• Click-Through-Rate: 1.81%	<ul style="list-style-type: none">• No actual results• Presented mock to client• Will utilize our example for the foundation

Overall Value to Client



Value



Increase website traffic from the new aesthetic



Retains more of customers' attention and time on the website



Easy navigation for both client and customers



THANK YOU

for working with us this semester!

ANY QUESTIONS?