

December 11, 2024

Digital Marketing Campaign for Greenwood Inc.

I. Communication with Greenwood Inc. Contact-

I was assigned Greenwood Inc. for the programmatic campaign in the MKT 8660-002 Digital Marketing course. Greenwood Inc. offers outsourced industrial plant maintenance and facility service solutions, support services for the construction of facilities, and operational support services for production, shipping, distribution, and warehousing.

Aside from one meeting over Zoom, we communicated via email,

These correspondences typically consisted of updates, sending advertisement drafts, and asking for feedback and approval.

[illegible]

II. Campaign Performance on Basis Platform

a. Audience & Programming

I wanted to target manufacturing companies in the Southeast, primarily the Carolinas and Georgia. When selecting the audience members in basis, I set the geographic region for the entire state of Georgia, South Carolina, and North Carolina, and then selected 35 audience focuses including white collar business decision makers, executives by industry- manufacturing, operations & manufacturing, white collar business decision influencers, and aerospace & defense. I implemented a frequency cap of 10 times every 12 hours and established dayparting for Monday through Friday between the hours of 10:00am and 5:00pm. I felt that the frequency cap was generous and performed well and established this dayparting schedule because the campaign was going to run from Monday, December 2 to Friday, December 6. I wanted it to run during a full traditional work week without any gaps and I chose the hours of 10:00am to 5:00pm because this stretch of time falls between the typical timeframe of someone

who is at a white-collar job. The target audience would likely be at work and would ideally have the ad come up while they are online.

b. Apps, Websites, & Impressions

The information on the Greenwood Inc. website was extremely helpful in making decisions during this process and was a great asset in designing the campaign as well. The top 20 websites and apps that the campaign was shown on were, in order by number of impressions:

yahoo.com (2,115), mail.yahoo.com (831, *turned off*), cnn.com (251), usatoday.com (221), football.fantasysports.yahoo.com (213), fastpeoplesearch.com (194, *turned off*), App:

Audiomack (172, *turned off*), App: Classic Words with Friends (166, *turned off*), App: Solitaire (152, *turned off*), App: MeetMe (129, *turned off*), App: Bible (128, *turned off*), quizlet.com (128, *turned off*), App: Word Planet (127, *turned off*), App: Aries (126, *turned off*), App: Spider

Solitaire Classic (126, *turned off*), sports.yahoo.com (116), nypost.com (108), sg.mail.yahoo.com (103), App: City Smash 2 (97, *turned off*), and dailymail.co.uk (96). As shown above, many of

the top performing apps and websites were turned off because they were not relevant to the target audience. The campaign was continuously appearing on websites that were not relevant, so I went through every day and turned off certain apps and games and upped the bid price for more desirable websites like foxnews.com, wyff4.com, and forbes.com. The campaign was shown on the foxnews.com website 85 times and appeared on 5 various Fox News apps 143 times. It was shown on wyff4.com 28 times and twice on forbes.com. I strived to have the campaign primarily show up on news and business websites but kept many websites and apps online that I believed the target audience may frequent, such as weather.com. Another reason that I took off games, puzzles, and other websites was because of the timeframe in which the ad was running. The audience would likely be at work and thus would not be playing games or visiting frivolous

websites. I attempted to take off any website or app that I felt would not be utilized at a white-collar job, but due to the frequency in which the campaign appeared on new websites, I am certain that several slipped through the cracks. I did also try to be generous with the websites and apps that impressions were made on but took the time to consider and put myself in a professional's shoes to determine what websites they may or may not visit.

c. Performance

In total, the campaign received 18,008 impressions and had 12 clicks. It had a 0.067% click through rate (CTR) which is below industry average. I did notice that 11 of the clicks received were on apps and 1 was on a comedy website. The apps do not reflect the content that someone in the target audience would be looking at and I turned off every website and app that received a click because of this. It is my belief that every click was unfortunately a mistake. This could be due to the content advertised. While it never hurts to get a company's name out there and to be present in many touch points, Greenwood Inc. offers a niche service over a wide area. They currently have [REDACTED] clients which is a proportionally small number relative to the number of impressions made. However, Greenwood Inc. is not striving to gain many clients from an ad campaign. [REDACTED] is a great number of clients for the service that they provide, and they are considered to be successful in the industry. Comparatively, other companies have a wider audience while Greenwood inc. has a fairly narrow one in terms of ratio of population. This is my leading theory as to why the campaign performed under industry average. However, the campaign did maximize the budget of \$100 and never caused me any concern while it was performing. The campaign spent about \$20 per day and through optimization I was able to narrow in where it was appearing. While it did not receive an ideal number of clicks and did not

receive clicks from desired locations, the campaign did achieve a full performance and received consistent impressions.

d. Improvement

\$100 is a relatively small budget for an ad campaign. If I had had a bigger budget I would have upped my bids for desired websites even more. To help the campaign perform better, I would have upped bids for desired websites when it first started running, meaning within the first hour that it had gone live I would have been in Basis optimizing the performance. This would have helped to detect websites that were less desirable earlier on as to not waste money on them and spend it on websites that were believed to be ones that could provide us with our desired results. Instead, I waited until the end of the first day to optimize the campaign. This resulted in the 831 impressions on mail.yahoo.com and many impressions on game apps and websites. If I had optimized earlier, I could have turned these sources off.

e. Marketing Recommendations for Greenwood Inc.

I would recommend that Greenwood Inc. create digital campaigns that are eye-catching, to the point, and descriptive within the imagery. When running the campaign, Greenwood Inc. should consider targeting a narrow audience by selecting their 3rd party audience strategically. They should consider selecting audience targets such as “white-collar decision makers” and “white-collar decision influencers” that fall under the manufacturing industry as well as various manufacturing and industrial audiences that they feel are the most applicable. I would also recommend researching what zip codes or cities have the most potential clients in them. Researching zip codes that have industrial plants, warehouses, manufacturing facilities, etc. in them will help to narrow down the field and will direct the advertisement directly into those areas. I believe it was beneficial to run the campaign during typical work hours, so theoretically,

if the campaign was directed into the zip codes that contain the target audience during those hours, then there would be a larger chance of reaching the target audience. Finally, I would recommend checking in on the campaign and optimizing it as much as possible in order to maximize the budget. Undesired websites and apps continuously popped up, so turning those offline as soon as possible could eliminate a potential waste of money. Optimizing frequently can also help to understand when to increase and decrease the bid amount where needed, maximizing the potential of making impressions on highly desired websites and apps.

III. Observations

a. Strengths

Greenwood Inc. provides a high-quality service across a large geographic area and is known to be a reliable company. They are also a certified Women's Business Enterprise which gives them a unique feature to help them stand out amongst their competitors. Greenwood Inc. has also been in the industry for over 30 years which gives them credibility. On their [website](#), news articles, certifications, and awards can be found, also providing credibility and would likely lead potential clients to feel a sense of safety and trust. Greenwood Inc. also values community as they partner with technical colleges, training centers, and other organizations which gives them a positive edge on their competition as they stand out in the consumer's mind as being a company who cares about more than just profit. Additionally, Greenwood Inc. has a strong brand, making them easily recognizable and demonstrating their consistency. Their brand is professional, clean, and to the point, it fits who they are as a company perfectly.

b. Weaknesses

Greenwood Inc.'s weaknesses are that it relies heavily on a key market, making it vulnerable to shifts. This means that they have a high dependence on industry cycles. Once a

company is in need of them, they are contacted, but if a company has no changes or need for Greenwood Inc. then they are not put in use. However, due to Greenwood Inc.'s positive reputation and proven reliability, loyal clients have their contact and use them frequently. Another weakness is vulnerability to labor shortages. Since outsourced industrial services rely heavily on skilled labor, labor shortages could cause a set back in timeliness, delivery, and effective results. In terms of digital marketing, Greenwood Inc. has a narrow target audience, making it difficult to target when running an ad campaign. For example, a company that is advertising a household object or a new food item has a wide audience, but since Greenwood Inc. is targeting decision makers at industrial and manufacturing facilities, they have a considerably smaller audience. Companies that have a smaller audience can have a much more difficult time advertising online, which is why before this campaign Greenwood Inc. primarily advertised by word of mouth.

c. Opportunities

Opportunities for Greenwood Inc. include acquisition and consolidation, region expansion, and online presence expansion. Greenwood Inc. should consider expanding geographically to reach more potential clients. This rolls into acquisition and consolidation as they should consider acquiring smaller competitors in other regions to help establish presence. While they currently reach all over the United States, they are focused in the Southeast and Mid-Atlantic areas. By expanding their presence into other areas, they can potentially gain more clients and thus increase profit. Additionally, Greenwood Inc. should consider expanding their online presence. They currently operate Facebook, LinkedIn, and X accounts but do not post on Facebook or X frequently. They seem to post on LinkedIn once a week which is a suitable amount for that platform, although the content could be shifted to be a little more promotional.

The LinkedIn that is linked to their Google summary that pops up is also the incorrect company, so they have an opportunity to get that fixed through Google to make all of their touchpoints more consistent. Greenwood Inc. has the opportunity to post more on Facebook and X to connect more with their clients and get word out about their company. These posts could include client testimonials, news articles, updates, and content that creates a sense of community such as holiday posts, employee appreciation, and posts of work with the local community.

d. Threats

A threat that Greenwood Inc. faces is economic volatility. Economic downturns and recessions can lead to reduced industrial activity and capital spending, meaning that Greenwood would not have as much business if their client cannot fully operate due to spending concerns. With this comes the threat of labor shortages. As mentioned above in the weaknesses section, since Greenwood Inc. requires skilled labor, a labor shortage threatens the potential deliverables that Greenwood Inc. offers. Another threat that lies in the background is the consistent threat of cybersecurity instability. A breach in cybersecurity can disrupt Greenwood Inc.'s reliability, especially since they serve a small number of [REDACTED] current clients. A final threat that faces Greenwood Inc. are their competitors. While Greenwood Inc. appears to have a loyal close circle of clients, competitors are a consistent threat which the company should remain aware of.

e. The Campaign Manager's Experience

My experience throughout this project was positive. I enjoyed creating the advertisement, formatting the Basis platform, and optimizing the campaign every day. I genuinely had a good time. It was exciting to think that the ad that I created was running on websites that I visit!

[REDACTED]

[REDACTED]

██████ The greatest value that this project brought me was the aspect of real-world experience, and this was about as real-world as it can get. This is something that I would be proud to add to my portfolio and I am glad to have had this experience so that I can take it with me for my future career. If the company that I work for uses Basis, I feel that I will be good to go, but even if they don't I believe that the experience with Basis will translate over to whatever platform that that company uses. I believe that this experience provided value for Greenwood Inc. in the sense that they were able to gain insight from a third-party and get a fresh perspective. They were also able to get the metrics to see how an ad campaign for their company performed and received a graphic made for them for free. As the Marketing intern for the Clemson Region SC SBDC, I am aware that small businesses in South Carolina get excited when it comes to communicating with and leveraging the knowledge of college students especially from Clemson University and the University of South Carolina. With this in mind, I believe that ██████ will be open to hearing my observations, especially considering how communicative and open he was. While my observations may not be applied to Greenwood Inc., the metrics are none the less beneficial to know, even if they are just kept in the back of the mind.

f. Marketing Concepts in Action

Through this project, I was able to recognize the concept that Toby Stansell brought forth, UTB before ATM (Understanding The Business before Applying The Marketing). When making the creative for the campaign, I needed to understand Greenwood Inc., their branding, their mission, their values, what they did, their history, everything on the outside and the inside before designing the creative and running the campaign. By doing so I was able to better understand Greenwood Inc. and provide them with a creative and performance that was more catered towards who they are. I discovered that the best way to do this was by trying to get in the

mindset of an employee at Greenwood Inc. and acting like I worked in their marketing department. Another marketing concept that I saw in action was understanding consumer needs. This really came into play when designing the ad creative and determining the call to action. The target audience needs Greenwood Inc. as their provider of outsourced maintenance and needs them to be reliable and full of knowledge. They also need a simple solution, so I didn't want to overcomplicate the creative. I kept it simple and to the point but used descriptive imagery and made sure that Greenwood Inc.'s logo was the highlight. I made the call to action "Learn More" to encourage the audience to click on the campaign to see how Greenwood Inc. can be the solution to their problem, even if that problem hasn't presented itself yet.

