Advanced Account Planning
By Eliza Barry, Olivia Carranza & Abbey Lunney
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Executive Summary

Ludus Tours is a travel company committed to providing exceptional experiences for American travelers in exotic locations. After merging with Red Carpet Experiences (RCE), which specializes in high-end custom ticket packages, both companies are in a position to carefully consider their branding. Specifically, the naming and positioning of the new organization needs to be considered, along with segments to target and tactics to launch the new brand.

To determine brand strategy, we conducted an analysis of current web properties, a sample of competitors and best practices from both a brand positioning and SEO perspective. Findings from these analyses indicate that Ludus and all of its properties should combine to form one site: BucketListTravel.com. The brand will speak to the local expertise offered by staff members to create a truly unique experience that allows travelers to enjoy themselves as they explore their dream destinations. In short, Ludus experiences go beyond basic travel, offering consumers “More than a Map,” which is the tagline for the new brand.

Bucket List will be marketed to several key segments of travelers, based on both primary and secondary research. The segments are psychographic in nature, speaking to travelers’ personalities. Current Ludus customers will also be considered as a segment in the brand transition.

Finally, the new brand will be launched utilizing a campaign including several key tactics. The first key component of the campaign entails a website redesign that will be housed under the new BucketListTravel.com URL. To build SEO and brand value to the new site, Google AdWords will be used to facilitate pay-per-click (PPC) advertising and support the brand transition. In addition, a #MoreThanAMap social media sweepstakes will be run to spread the word about the new brand. Brand videos will also be created to promote specific experiences from a Bucket List perspective, emphasizing culture, exploration and unforgettable memories.

Overall, this plan represents a strong long-term branding solution that is focused on a few key segments of consumers. Supported by PPC advertising and the #MoreThanAMap social media campaign, Bucket List Travel will become to go-to destination for once-in-a-lifetime travel experiences.
Branding Strategy

An analysis of Ludus Tours' current web properties as well as a sample of their online competitors was conducted to gauge the industry landscape and the current position of both Ludus and RCE. Furthermore, SEO best practices were considered to decide if the company should rebrand. The findings argue for a consolidated web property under one brand.

Web Audit

Currently, Ludus Tours owns seven web properties which operate as mostly separate entities. Each property was analyzed from a branding and SEO perspective, revealing several key findings. First and foremost, Ludus is currently distributing equity across sites, making its overall brand less authoritative. As a result, the current homepage for LudusTours.com does not convey travel, especially international travel, to Google. Furthermore, cross promotion between the sites is confusing to the search engine; for example, the SummerGames.Travel site retrieves “Europe Tour” as a relevant ad group, demonstrating that Google perceives it to be a relevant topic to the site. The sites are also divided on their positioning, with some portraying more of anMadrid appeal (e.g. RedCarpetExperiences.Co, “Turning Trips into Experiences”) while others take a more logical approach (e.g. OktoberfestTours.com, “Travel packages for Oktoberfest”).

Competitive Analysis

International travel is continuing to bounce back after the recession, with 18% of Americans booking international travel in 2012 (Mintel, Travel Booking - US December 2012). However, it is still a crowded market with many options that Americans are willing to explore. In fact, some 88% of U.S. travelers comparison shop while planning trips (Mintel, Travel Booking - US December 2012). As such, an analysis of competitors was conducted, from both branding and SEO perspectives, to understand their positioning and online performance as well as the industry as a whole.

Most travel sites tend to specialize in a certain niche, such as international sporting tickets or packages to Oktoberfest, as a means to differentiate themselves from competitors. SEO metrics show that most of these sites rank slightly higher than LudusTours.com (and its corresponding properties) and reflect the same divide between emotional and logical appeals. It should also be noted that a keyword analysis of these sites frequently resulted in the word “tour,” which was not common among Ludus’ results, which were more activity based (e.g. “running with the bulls”).

Overall, there is an opportunity for Ludus to become an all-inclusive travel solution with improved SEO value and a unified brand.

### How To: Unify Web Properties Using 301 Redirects

Commonly used in website mergers, 301 redirects allow website owners to maintain link equity that has been built into current sites, while directing all traffic from those pages to the new host site. The 301 redirect also indicates to search engines that the domain has been permanently moved to a new location and is considered a best practice for SEO.

**Example of 2 separate properties:**

<table>
<thead>
<tr>
<th>Web Property</th>
<th>Positioning</th>
<th>Service</th>
<th>Moz Rank</th>
<th>Unique Visitors</th>
<th>Domain Strength</th>
<th>Inbound Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>LudusTours.com</td>
<td>&quot;The Ultimate Sporting Experience.&quot;</td>
<td>Travel packages for a variety of experiences</td>
<td>5.5</td>
<td>1,609</td>
<td>46</td>
<td>2,415</td>
</tr>
<tr>
<td>WinterGames.Travel</td>
<td>&quot;Your Ticket to be Winter Games.&quot;</td>
<td>Travel packages for the Winter Olympics</td>
<td>5</td>
<td>3,691</td>
<td>24</td>
<td>377</td>
</tr>
<tr>
<td>Pamplona-Tours.com</td>
<td>&quot;Come. Play. Run. Live.&quot;</td>
<td>Travel packages for running with the bulls</td>
<td>5.3</td>
<td>393</td>
<td>27</td>
<td>472</td>
</tr>
<tr>
<td>OktoberfestTours.com</td>
<td>&quot;Your Oktoberfest &amp; Munich Travel Solution.&quot;</td>
<td>Travel packages for Oktoberfest</td>
<td>5.7</td>
<td>393</td>
<td>31</td>
<td>551</td>
</tr>
<tr>
<td>SummerGames.Travel</td>
<td>&quot;Your Rio Games Solution for 2016.&quot;</td>
<td>Travel packages for the Summer Olympics</td>
<td>4.8</td>
<td>N/A</td>
<td>19</td>
<td>29</td>
</tr>
<tr>
<td>RedCarpetExperiences.Co</td>
<td>&quot;Turning trips into experiences.&quot;</td>
<td>Custom travel packages for corporations</td>
<td>4.9</td>
<td>N/A</td>
<td>17</td>
<td>369</td>
</tr>
<tr>
<td>MyTicketLine.com</td>
<td>&quot;Best price guarantee.&quot;</td>
<td>Consumer tickets for a variety of events</td>
<td>4.8</td>
<td>2,630</td>
<td>34</td>
<td>364</td>
</tr>
</tbody>
</table>

**Example of 2 properties connected by 301s:**

<table>
<thead>
<tr>
<th>Web Property</th>
<th>Positioning</th>
<th>Service</th>
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<td>LudusTours.com</td>
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<td>5.5</td>
<td>1,609</td>
<td>46</td>
<td>2,415</td>
</tr>
<tr>
<td>Pamplona-Tours.com</td>
<td>&quot;Running of the Bulls in Pamplona, Spain.&quot;</td>
<td>Travel packages for Oktoberfest</td>
<td>5.7</td>
<td>393</td>
<td>31</td>
<td>551</td>
</tr>
</tbody>
</table>

SEO Best Practices

Industry best practices advocate consolidating properties under one branded website, using 301 redirects to maintain current link equity. This type of linking redirects users who try to visit an old property to the new site immediately, without losing all of the SEO value of the old sites. It is important to note that when these redirects are put in place, there will likely be a dip in results as the search engines seek to understand the new site structure; however, this consolidation represents a stronger long-term strategy for building authority online.

This structure also presents a few tactical benefits. Consolidating the properties prevents duplication of content across properties, which can result in dings from Google. Even something as small as listing contact information across all sites can potentially lower their values. Updates are also easier to make when only one web property needs to be considered. Furthermore, the cumulative keyword strength of all travel packages will give the brand site higher domain authority overall than separate entities. Finally, the brand will avoid customer confusion that can result from one brand being displayed on multiple sites by maintaining a consolidated web property under a unified brand.
Brand Strategy

Bucket List Travel: More than a Map

To bring this unified brand to life, our team sought to capture the unique benefits that Ludus has to offer. Specifically, Ludus brings an unmatched travel experience facilitated by American tour guides who learn to live as locals before bringing guests over. This hospitality allows them to take visitors beyond the typical tourist destinations for an experience that is "more than a map."

As the name suggests, the brand is committed to providing those once-in-a-lifetime experiences that people save for their bucket lists. Combining culture, cuisine and comradery, Bucket List Travel offers the complete package for experiencing a foreign land. Even more important, they take care of the details, allowing travelers to sit back, relax and enjoy a pint in Munich with new friends.

This brand is friendly and approachable, while maintaining an authoritative and professional position in the industry. They want to make your travel dreams come true and have all of the resources to make it happen.

Travel Industry Snapshot

Travel is on the rise among Americans who are especially satisfied with packaged tours booked directly with the provider.

- Travel is up among Americans, who took an average of 4.1 overnight trips in 2013 compared to 3.9 in 2012
- The total amount Americans spend on travel has increased 22% from 2012, reaching $6,840 in 2013
- Packaged tours booked directly with provider increased to 30% in 2013
- Satisfaction was high among those who booked directly with the provider 93% (compared to 51% from online travel agencies)

Source: Travel Weekly, 2014

Creative Brief

At a Glance

Bucket List Travel offers a once-in-a-lifetime travel experience guided by Americans who are experts in the local culture, which is encompassed in their new brand.

Tension

Transitioning a brand image requires strategy and careful planning to effectively achieve positioning goals without offending current constituents.

Question

How do we spread the word about Bucket List's new brand?

Talk Value

- Bucket List can take you anywhere you want to go
- Different people have different bucket lists
- Trend towards luxe travel: people ages 40-65 would rather spend their money on travel experiences than things like fancy cars (Travel Weekly, 2014)

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Source: Travel Weekly, 2014

Branding Guide

Logo & Tagline

Color Swatches

Fonts

Other Assets
What type of traveler are you?

Take the...

TRAVEL PERSONALITY QUIZ
There is not an accurate way to describe the “average tourist.” An individual personality traits influence the way one travels and manages travel needs. In order to gather insight into the mind of a tourist, we conducted eleven in person interviews. These interviews were documented in the form of mind maps to allow our interviewees to talk more freely with their answers and express their own travel personalities.

We guided them with questions regarding details of their travels, but for the most part, encouraged them to talk through their experiences. Upon gathering insights from the mind maps, we were able to develop five segments of travelers that represent unique travel personalities, which we coined with the following terms: The Nervous Planner, The Navigator, The Fearless Adventurer, The Lost Sock, The Instagrammer.

The Nervous Planner
Checklists, maps (digital and paper, in case there’s no wifi), the travel iron, Q-tips, two extra cell phone chargers, bookmarked news stories, google translate ready to go—say you’re prepared for this trip would be an understatement. You have a detailed and color-coded agenda for each day.

Why Ludus is good for you:
Schedules are great, but why stress out on your vacation? This is the time for you to relax, explore, and enjoy, without worrying about time constraints and maps. Instead of extensively researching your destination country beforehand, let Ludus help you plan. Ludus guides are there to help you manage your activities, so you don’t have to do all the work.

The Navigator
You got everyone together to plan the trip, you’ll step up and organize when you need to, but you’re happy to go with the flow as well. You’re the confident friend the group looks to when making decisions. When members in the group start to wander off, you’re quick to get everyone back on track.

Why Ludus is good for you:
It’s fun being the leader, but everyone needs a break; leading the pack can be fun for a while, but it eventually takes a toll. Ludus provides tours and guides to lead your group; so maybe it’s time to hand the reigns over!

The Fearless Adventurer
Sure you got stomach cramps from that street food. Who cares if that cliff is unsafe to jump off of? You’re doing it. It’s not everyday you travel to a foreign land, and you’re going to make the most of every experience. You don’t just follow tips from travel guides—you want to explore the unnamed territories on a map.

Why Ludus is good for you:
By using Ludus, you’ll be guided by people who know the best places to see in the city or country. They are understanding of your adventurous spirit and familiar with the local hot spots. Aside from guiding you through the most exciting areas, they’ll also be sure to steer you away anything potentially harmful or dangerous.

The Lost Sock
Schedules and checklists aren’t your style— you know you’ll find yourself in the middle of something exciting.

Why Ludus is good for you:
Ludus tours will keep you on track with the group, while also giving you the freedom to explore what you like best. It’s not about abiding by a strict schedule with Ludus. This is your trip, we’re just here to help you get the most out of it.

The Instagrammer
Your motto is “pics or it didn’t happen.” It’s not enough to say you went somewhere, you’re sure to document every moment. Camera, back-up camera, smartphone, extra batteries and a lint-free lens wipe are your travel companions. Believe us, you’re gonna see landmarks, but don’t you want those 1-in-a-million shots no one else has?

Why Ludus is good for you:
On a Ludus tour, you’ll go to places that many haven’t ventured out to. We know that you’re proud of the places you’ve traveled to and you want to share them with the world.

Targeting Current Customers
Regardless of their travel personalities, current customers represent a unique segment for Ludus. Considering that the top reason consumers book online travel agencies is that they used them before and were satisfied with the experience (59%), it is recommended that the company take special efforts to continue relationships with these customers (Travel Weekly, 2014). Specifically, Bucket List should take care to do the following:

- Set up a private Facebook group for each trip. Before they leave, members can introduce themselves and ask questions. Upon returning, travelers will be able to stay in touch easily.
- Ask previous customers to opt-in to Bucket List emails. Use email to send quarterly e-newsletters with updates about various trips, as well as offers and promotions for trips similar to previous customers have taken. Each subscriber should also be asked if there is anywhere else he (or she) would like to go with Ludus after checking the most recent trip off of the bucket list.
- Send them notice of the rebrand via email. Out of consideration for the folks who know you as “Ludus,” send previous customers an email to let them know about the name change so they can find you in the future (and maybe even be reminded about that trip they’ve been meaning to book).
- Employ them as brand ambassadors. Ask previous customers to testify about their once-in-a-lifetime travel experience on the Ludus website, third party travel review sites (such as Trip Advisor) as well as their own personal social media channels to spread the word about Bucket List to other potential customers.

Segmentation Terms
Professors
American Association of University Professors

Photographers
Professional Photographers of America

History Buffs
World History Association

Musicians
American Federation of Musicians

Hispanic Travelers
Hispanic Meetings & Travel Magazine

Hispanic Meetings & Travel Magazine
American Federation of Musicians

American Association of University Professors

World History Association

Professional Photographers of America

Hispanic Meetings & Travel Magazine
To launch the new Bucket List Travel brand, several tactics will be used. First, a new website will guide users through the new and improved experience. Google AdWords will be used to transition brand awareness and SEO value from the Ludus properties to the new site. In addition, a social media sweepstakes will be used to build awareness of the new brand and introduce its role as an all-inclusive dream vacation provider. Overall, this represents a comprehensive, low budget strategy that spans several channels and has the potential to hit several segments of users.

**Website Redesign**

An important consumer touchpoint, travel provider websites influence 56% of travel planning, second only to travel review sites (69%) and online travel agencies (57%) (Social Media Today, 2013). The website should portray the company’s adventurous spirit while providing useful information to visitors. Key features they look for on travel sites include photos and videos of their chosen destination as well as reviews from other travelers (Comscore, 2011). These can be conveniently housed on an interactive map on the homepage which shows photos and links to reviews as users scroll over their desired map pin. Each trip should then have its own landing page with specific information and details. Travelers should also be able to book travel online, reflecting the increasing trend towards online booking in the industry. 37% of all American travelers booked trips using only online sources in 2012, up 15.6% from 2011 (Travel Weekly, 2014). Finally, because more than 40% of online traffic related to travel queries now comes from mobile devices, the site should be responsive in design so that it functions fully on tablets and mobile phones as well as traditional computers (HeRo Digital, 2013).

**AdWords Campaign**

Modern consumers do their homework before booking a travel package. According to a recent study, consumers visited travel sites 38 times during the 45 days leading up to a package booking (Hotel News Now, 2013). This “research phase” is becoming increasingly important as consumers become more connected, with over half of travelers saying they spend “a lot of time” planning a trip using search engines [Resmutter, Xiang, Pan & Luan, 2010]. Furthermore, this trend is expected to continue, with online sales of travel packages projected grow 21% between 2012 and 2015, reaching $144.7 billion (Mintel, Travel Booking – US - December 2012). Pay-per-click (PPC) advertising ensures that Bucket List will appear in search results for these online researchers, specifically as the company undergoes a domain name transition, which could affect organic results.

Using the Google AdWords Keyword Planner, several ad groups were developed to support the site during the URL transition campaign with the “Rio 2016 Olympics” that can also be applied to future trip-specific campaigns. Overall, this campaign demonstrates a comprehensive approach to transitioning Bucket List’s branding and building awareness of the new site, both among searchers and search engines. Throughout each of these campaigns, it is recommended that the company take advantage of the real-time analytics offered by AdWords to monitor any unexpected result and make changes as necessary.

### Ad Group: Bucket List

This relatively low competition, low cost ad group will help spread the word about Bucket List’s new brand name. Meanwhile, clicks from these ads will help improve the domain authority of the new URL and its association with “bucket list” keywords.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Avg. Monthly Searches</th>
<th>Competition</th>
<th>Suggested Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>bucket lists</td>
<td>3,600</td>
<td>low</td>
<td>$2.92</td>
</tr>
<tr>
<td>travel bucket list</td>
<td>720</td>
<td>low</td>
<td>$0.94</td>
</tr>
<tr>
<td>bucket list travel</td>
<td>90</td>
<td>low</td>
<td>-</td>
</tr>
<tr>
<td>my bucket list ideas</td>
<td>30</td>
<td>low</td>
<td>$0.07</td>
</tr>
<tr>
<td>bucket list vacation</td>
<td>10</td>
<td>low</td>
<td>$8.48</td>
</tr>
</tbody>
</table>

### Ad Group: Ludus

To avoid leaving previous customers behind, the company should maintain paid advertising for “Ludus” keywords so that those searching for the brand can still find it; however, the link should take them to a landing page within the Bucket List site that explains the transition from Ludus Tours.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Avg. Monthly Searches</th>
<th>Competition</th>
<th>Suggested Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>ludus</td>
<td>1,600</td>
<td>low</td>
<td>-</td>
</tr>
<tr>
<td>ludus tours</td>
<td>390</td>
<td>low</td>
<td>$10.20</td>
</tr>
<tr>
<td>ludus tours world cup</td>
<td>10</td>
<td>medium</td>
<td>$0.87</td>
</tr>
</tbody>
</table>

### Ad Group: Rio 2016

We suggest creating ad groups for each specialized trip, including the Rio 2016 Olympics, to attract customers who are in a more specific phase of their research. The landing page link should lead directly to the place within the site that discusses this event. This Rio 2016 ad group also serves as an example for how future campaigns can be set up.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Avg. Monthly Searches</th>
<th>Competition</th>
<th>Suggested Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>rio 2016 olympics</td>
<td>590</td>
<td>low</td>
<td>$1.91</td>
</tr>
<tr>
<td>hotels in rio</td>
<td>480</td>
<td>high</td>
<td>$7.99</td>
</tr>
<tr>
<td>rio olympics 2016 tickets</td>
<td>30</td>
<td>low</td>
<td>$0.49</td>
</tr>
<tr>
<td>brazil travel packages</td>
<td>260</td>
<td>high</td>
<td>$5.42</td>
</tr>
<tr>
<td>brazil 2016 tickets</td>
<td>10</td>
<td>medium</td>
<td>$1.42</td>
</tr>
</tbody>
</table>
Tactics: Social Media Sweepstakes & Video

Social Media #MoreThanAMap Sweepstakes

With 89% of travelers using social media, this channel represents an important touchpoint for travel companies. Top social networks among travelers include Facebook (used by 80% of travelers), YouTube (58%), LinkedIn (46%), Pinterest (35%), and Instagram (23%). Key reasons travelers use these sites include updating status and sharing photos while on a trip and asking friends for travel recommendations. In fact, 52% of American travelers said seeing a friend’s travel pictures online inspired them to book a trip.

A secondary purpose of social network use among travelers is to connect with travel providers; however, it should be noted that while consumers prefer to follow brands and travel influencers on social networks, they do not want to receive sales pitches through this channel (Travel Weekly, 2014). Therefore, it is essential for Bucket List Travel to create valuable content through its social messaging that others want to follow. It is also recommended that they create a regular schedule for posting and also include Google+ as a channel for its SEO benefits.

In addition to regular content posting, a social media sweepstakes will be implemented to build awareness of the new Bucket List brand. Participants can enter the contest (including a small watermark with the Bucket List Travel overlay their own comments on a picture of their choosing using “#MoreThanAMap” within a post that lists a place they would love to visit. If they would like, they can also include an image of the desired place, building on the current trend of “bucket list” images that can be seen frequently on Pinterest and other social networks. Because hashtags are universal, entrants can choose from a variety of platforms, including Facebook, Twitter, Instagram or Pinterest. From there, one winner will be randomly chosen to win a trip to the destination they chose, guided by Ludus experts. The winner will then be announced via Bucket List Tours social media channels, requiring entrants to follow them to see the results.

To execute the sweepstakes, it is recommended that Bucket List use a provider with social media sweepstakes experience, such as Rafflecopter. This ensures compliance with all legal requirements and offers a preset forum for execution that can also be directed through the brand’s social media accounts for even more exposure. Prices for the service vary, but range from about $8 to $50 per month.

Other recommendations include responding to as many comments as possible, thanking them for entering. Follow-up comments can also be added for those who did not win, suggesting a Bucket List tour that they can purchase to fulfill their dream. Furthermore, if the bucket list format is successful, the company can create their own “bucket list image” generator, using a simple forum to allow travelers to overlay their own comments on a picture of their choosing (including a small watermark with the Bucket List Travel brand on the image). These images can then be shared via social networks, expanding brand exposure and positioning.

Branded Video

A key selling point for travel destinations, online video can help bring life to Bucket List’s experiences. The channel has been growing in importance, with 52% of consumers say that watching product videos makes them more confident in online purchase decisions (Internet Retailer, 2012). Furthermore, online videos are only expected to increase in popularity with a projected 1.5 billion online video users by 2016 (Crismo, 2013).

Promoting the new branding of “More than a Map,” this video is designed to showcase the Rio experience that Bucket List Tours provides. It can be reproduced using Stupeflix (a branded account costs between $5 and $50 a month depending on desired capabilities) with real pictures from agents or traveler’s Instagram accounts for a uniform look. At such a low cost of creation, these types of videos can be made for a variety of purposes, such as promoting tours and remembering previous trips. They can also deliver more return by being shared on social networks and used for display advertising on key channels, such as YouTube.

Product to Investigate: BitTubes Interactive Video

A new provider of video is capitalizing on a technology called “non-linear video (NLV)” that makes videos interactive. Specifically, BitTubes allows the creators to tag certain locations within the frame and add more information about them if the viewer clicks on it. For example, the Colosseum could be tagged so that when users click on it, a brief history and more images of Bucket List travelers visiting the location, perhaps including testimonials.

This interactive video service offers huge opportunity for Bucket List to promote its knowledge of various localities. Promotional videos for destinations can give a preview of the quality of the Bucket List experience to potential new customers and also feature old customers in the footage. Pricing for the service varies according to the project; however, Bucket List can contact the firm for a quote.
CONCLUSION & RECOMMENDATIONS

In a growing travel industry fragmented by competitors, it is essential for the combined property of Ludus Tours and Red Carpet Experiences (RCE) to make a strong impact on consumers with a unique brand promise. The online space provides an essential connection point in this journey and is therefore the basis of the new branding strategy. Specifically, we recommend the following:

- Unify all web properties under one URL, BucketListTravel.com, that houses a newly redesigned website. The transition will be supported by a Google AdWords PPC campaign.
- Segment consumers based on psychographic characteristics and consider what Bucket List can offer each individual personality type.
- Raise awareness of the new brand using a social media sweepstakes and brand videos that can easily be shared and personalized.

SUGGESTED METRICS

**Website performance**
- Traffic (compared to the old site)
- MozRank
- Domain authority
- Unique visitors
- Site traffic (considering redirects from previous properties, as well as impact of various AdWords campaigns)

**AdWords Campaign**
- Cost per click (CPC)
- Conversions rate*
- Cost per conversion
- Click through ratio (CTR)
- Performance across all campaigns as well as between specific keywords within a campaign

**Social Media Campaign**
- Number of entries
- Number of entries per channel
- Number of followers gained per channel
- Total number of new followers gained across channels
- Engagement per entry (likes, shares, comments, retweets, repins, etc.)

**Branded Video**
- Number of views
- Number of shares
- Number of comments
- Engagement on social media

*NOTE: “Conversions” can be defined in a variety of contexts. The most commonly used metric is obviously sales; however, it might also be an engagement metric, such as Time on Site or submitting a Contact Form, or any other number of measures depending on the specific Ad Group and its objectives.

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