

Stukent Mimic Pro Reflection Paper

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Introduction

For my digital marketing class at the University of Northern Colorado, we were assigned to complete the Mimic Pro simulation. This is a 6 week simulation with rounds that need to be completed at the end of each week. In the simulation, I will be working for a camera company called Kents Camera Castle. I will be creating online ads for the cameras as well as landing pages and email campaigns. I am given a budget of $5,000 dollars to spend for each round and I will be ranked against my other classmates based on my performance. I am excited to start this project because I think it will give me a great hands on experience. My goal is to have a career in digital or social media marketing and I believe that this simulation will greatly improve my skills.

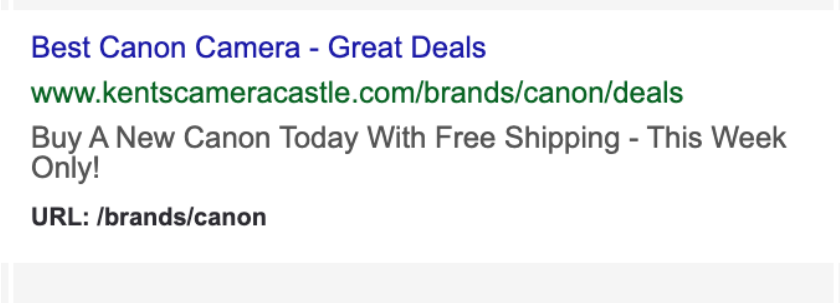
Week One Rounds

1) **What did you do this week?**

This week I got to review the three products that I will start selling. There is the GoPro Hero 7, Canon Rebel T7i, and Panasonic Lumix DMC-LX10k. After reviewing the products I then got to choose several research keywords. For my keywords, I picked those that had a high search volume and a bid that was not super high. I tried not to choose keywords that had a bid of 2.00 or higher. I also tried to choose a variety of competition levels for all of my keywords. I had keywords with low, medium and high competition. After choosing my keywords I then got to review the website. I looked at the results for views for each page and based my decision on which product to sell on those results. The Canon website page had the most views so I decided to focus on the Canon camera for this week.

For my ad campaign for the Canon camera, my headline was “Best Canon Camera - Great Deals”. In my description I included that there would be free shipping on orders for this week only. I wanted to have a deal included because I thought that would make the ad more appealing to consumers. I spent $4,771 of my total budget on my ad campaign. After that was finished I then started my email campaign. Still focusing on the Canon camera, my subject line read “Free Shipping - This Week Only” to go along with my free shipping deal from the ad campaign. I also wanted to have a subject line that would make customers interested and want to open the email. I then included a call to action in my email by stating things like “Order now.” and “Get free shipping on your order today”. I used the template with 3 pictures and spent $229 of my total budget.

Figure 1: Canon Ad



2) **How did you do overall this week?**

Table 1: Week one Metrics

Date round submitted	Ranking	Budget Spent	Revenue	Profits	Conversions	Reach
3/10	Overall: 20 Ad: 21 Email: 8 Web/SEO: 18	$5,000	$9,588	$960	12	288

Figure 2: Email Campaign

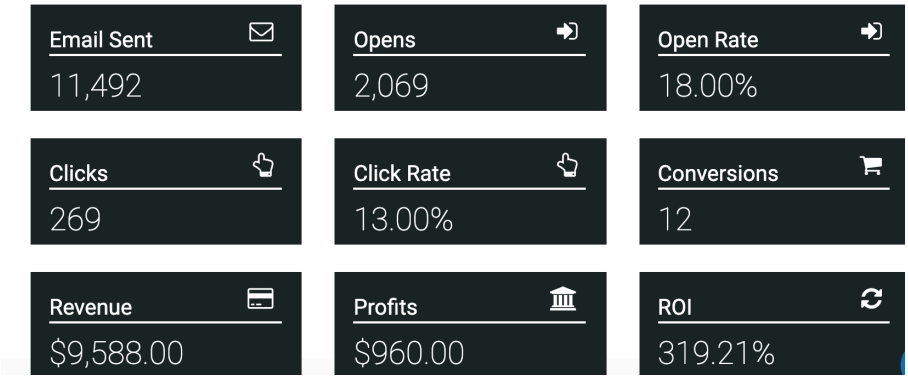
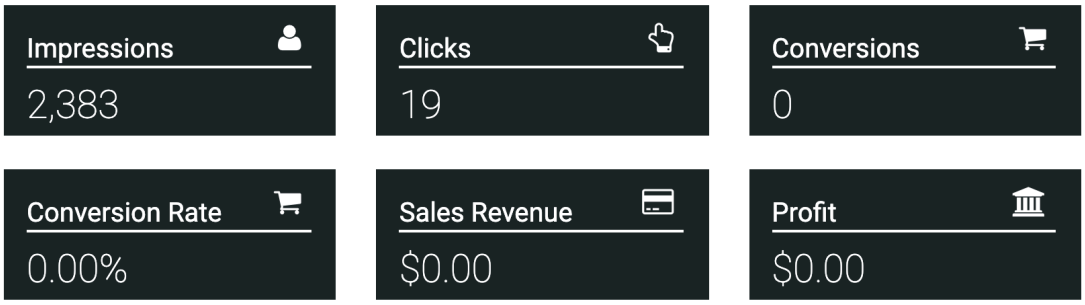


Figure 3: Ad campaign



3) **Did you improve your metrics from the previous week?**

N/A

4) **What did you learn this week? What do you plan to do differently in the next rounds for further improvement?**

This week I learned how important choosing the right keywords are. If I use keywords that are not that popular and do not have a high search volume I will get no clicks. I got no profits from my ad campaign this week so next week I want to focus more on choosing the right keywords. I also plan to make my headline better. I also learned that when making an email campaign, every detail from the subject line to the actual content is important. All of the elements together determine whether or not the performance will be good. I am happy with my metrics from my email campaign, but would like to work on getting a higher open rate. That means I just need to work on my subject line and make it stand out more.

Week Two Rounds

1) **What did you do this week?**

This week, I had to make 3 landing pages, create one new ad campaign, create 3 ad groups, and write at least one ad per group. There were a lot more products to choose from this week which made my selections even harder. I decided to stick with 3 main brands which were FujiFilm, Gopro and Canon.

To test to see which landing page worked best, I chose 3 different layouts for each one. For my GoPro landing page I went with the “product grid” layout. I chose this layout because there are many different GoPro models to choose from and I wanted the customer to be able to look at all of their options when they are brought to the landing page. For the FujiFilm landing page, I chose the “buy product now” layout. I focused a lot on product features and the current

promotion that was happening for the camera on this landing page. The main objective is to get the customer information on the current sale that is happening for the camera and information about it. My last landing page was for the Canon Rebel t7i and the layout I chose was the feature specifications. Just like the last page, I focused on the camera's features and information about the current promotion going on. For each landing page, I carefully picked out which keywords I wanted to include and made sure that I used them throughout the page.

Figure 4: Portion of Canon Landing Page

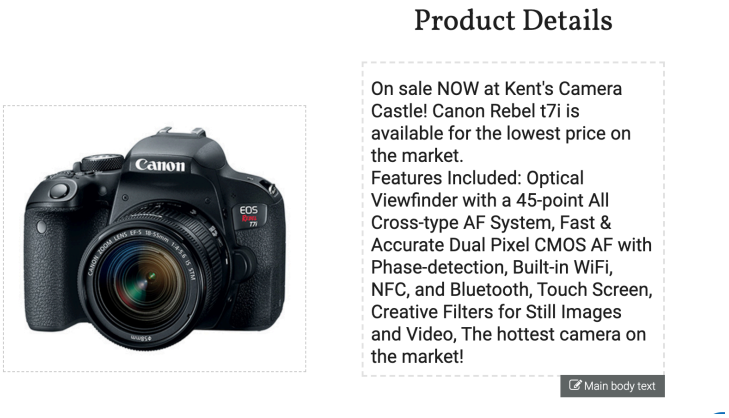


Figure 5: Potion of FujiFilm Landing page

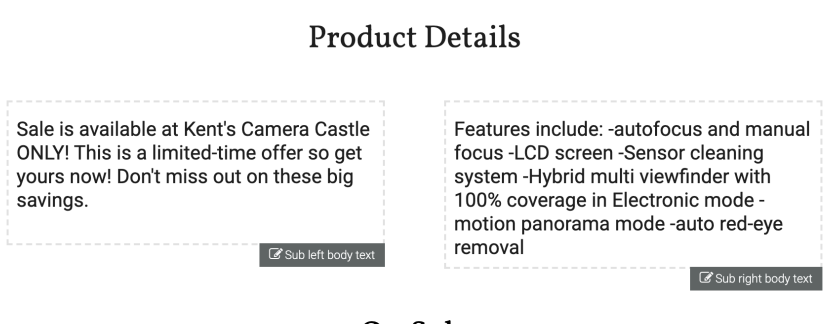
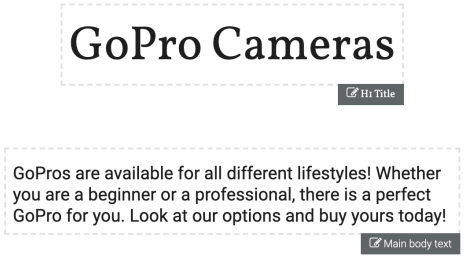
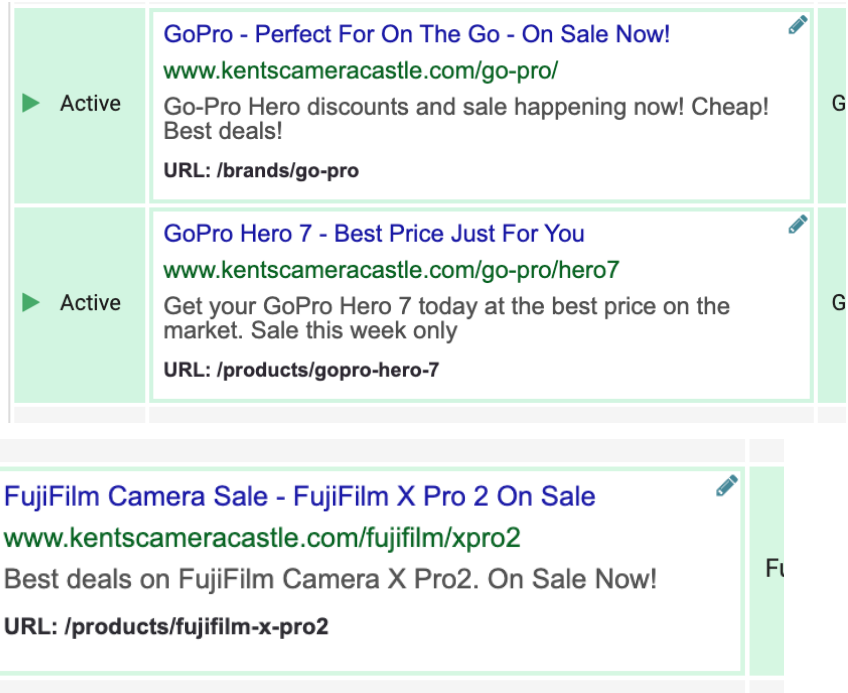


Figure 6: Portion of GoPro Landing Page



I made two new ad campaigns this week. One called GoPro Sale, and one that was called FujiFilm Brand. For my GoPro Sale campaign, I made two ad groups which were called GoPro Brand and GoPro Hero 7. My strategy for this was to have a group for each GoPro product as I go on each week and one that is for the GroPro brand as a whole. For each group I chose keywords that I thought went along with the ads that I made as well as the products that I was highlighting in each ad. I made sure to have my keywords in my headline and my description for my ad so more people would potentially click on it. My last ad group I made for this week is called FujiFilm X-Pro2. This ad group went with my campaign FujiFilm Brand. Just like I mentioned for my other ad groups, I choose keywords that are relevant to my ad and the product that was featured. I spent $2,500 of my budget on my GoPro campaign, $500 on my campaign from last week, and $1,900 of my budget on my FujiFilm campaign.

Figure 7: Ads

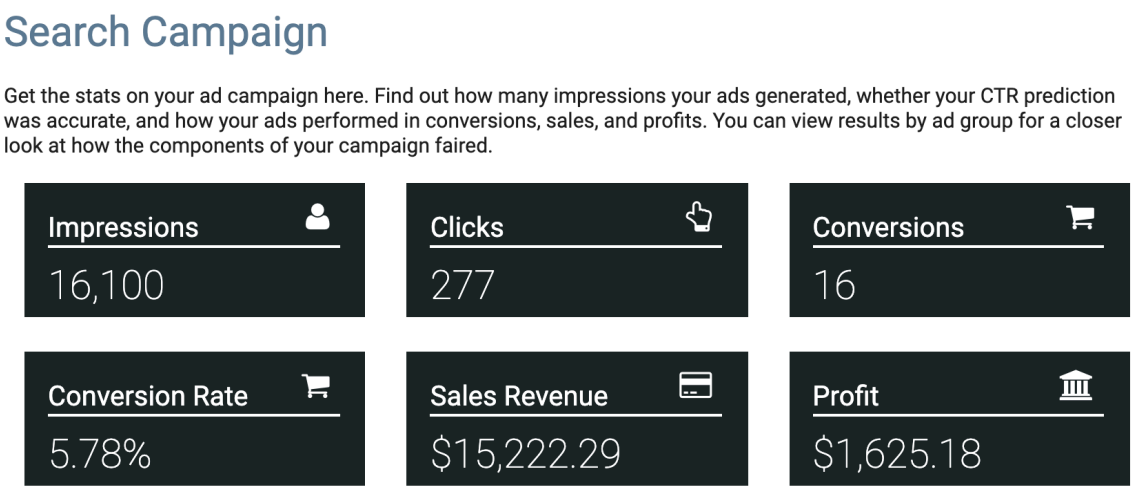


2) **How did you do overall this week?**

Table 2: Week 2 Metrics

Date round submitted	Ranking	Budget Spent	Revenue	Profits	Conversions	Reach
3/28	Overall: 16 Ad: 18 Email: 9 SEO: 20	4,929	15,222.29	1,625.18	16	277

Figure 8: Week Two Ad Campaign Metrics



3) **Did you improve your metrics from the previous week?**

I did improve my metrics from the previous week. I increased my revenue, profits and conversions. However, the only metric that I did not improve on was my reach. I think that my ads were a lot better this week since I focused on relating them to my keywords more, and I can definitely see the impact that it had based on my results this week.

4) **What did you learn this week? What do you plan to do differently in the next rounds for further improvement?**

This week I learned that making my ads relevant to my keywords helps boost my metrics a lot. The previous week I wrote a random ad that did not go with my keywords that well, therefore I did not see very great results. I also focused on keywords that had a high search volume when choosing them this week. The higher the search volume is, the more people who are likely to see

it. I am pleased with my results from this week and I am glad that I am improving and learning. Next week, I would like to make more ad campaigns so I can divide up my budget more evenly for each one. I also think that creating more ads will increase my overall profits.

Week Three Rounds

1) **What did you do this week?**

This week I wanted to focus on increasing my profits. The first thing I did was I went in and looked at how all of my ads were performing from last week. My ad campaign for FujiFilm was earning me the most profit at $1,020. My two other campaigns did not perform as well. My GoPro campaign made $437 and my Canon campaign made $168. Since the Canon campaign made the least profit out of all of them I determined what I could fix to possibly increase it. The first thing I did was look at my keywords. I got rid of keywords that were not performing well and did not have a lot of clicks or conversions. For example, the keywords “cheap canon cameras” got 0 clicks. I then went in and looked for more keywords that had a higher monthly search. I did this because hopefully more people would see my ads if my keywords were getting a lot of searches. I then went in and adjusted my ads to make sure that they had all of my keywords in them and I adjusted my landing page to relate to my ads. I went in and did this process for my two other campaigns as well.

I also made new ads for some of my already existing campaigns. My first Canon ad did not perform that well so I wanted to try to make another ad for the same product to see which one would perform better. For this A/B test, I changed the keywords in my ad to see which one would get more attention. Next week, I will compare the results and stop using the ad that performs worse. I also made a new ad group for the Canon 5d camera and created an ad for that. I thought that if I had more than one ad for the canon brand that it might perform well. I also created one new ad group for a new GoPro product for my GoPro campaign. The product I chose was the GoPro Hero 5 Session.

Figure 9: Canon ads (Top is new ad and bottom is old ad)

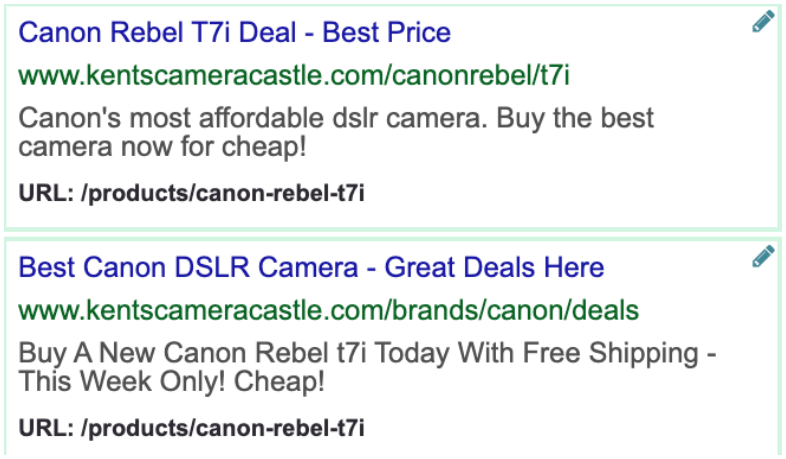
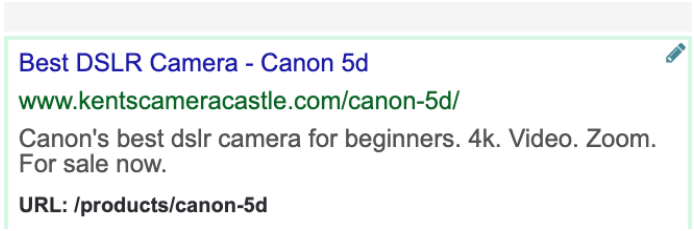


Figure 10: Canon 5d ad



I then created two new ad campaigns for new products I wanted to try and sell. The first campaign was for Nikon and the next was for Samsung. I created ad groups for each campaign as well. For Nikon, my ad group was for the D5500 camera. For samsung, my ad group was for the Galaxy NX camera. My overall strategy for my ad campaigns is to have multiple ad groups in each campaign for all of the different models of cameras that I want to sell for each brand. For example, in my GoPro campaign I have the ad groups GoPro Hero 7, Overall GoPro brand, and GoPro Hero 5 Session.

The last thing I did this week was create two new landing pages for the two new products I chose. For the layout, I decided to go with the “Buy Product Now” for both of them since that performed well last week.

Figure 11: Samsung Galaxy NX landing page

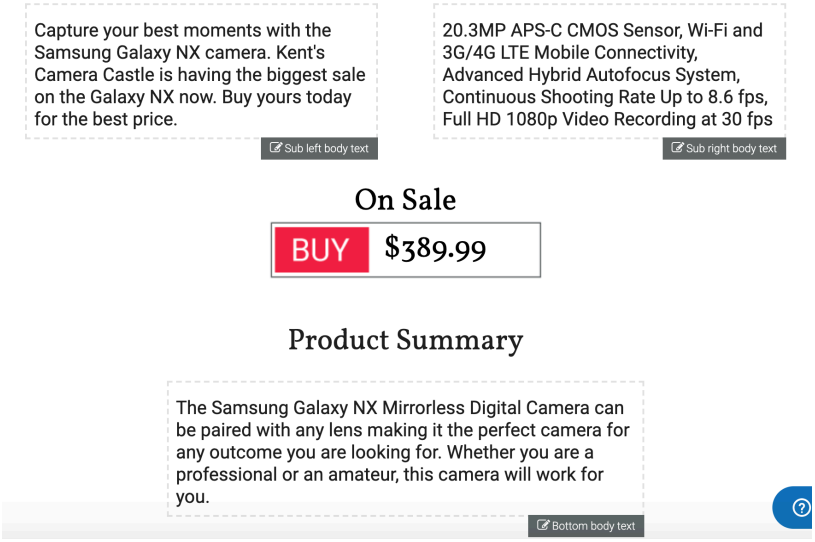
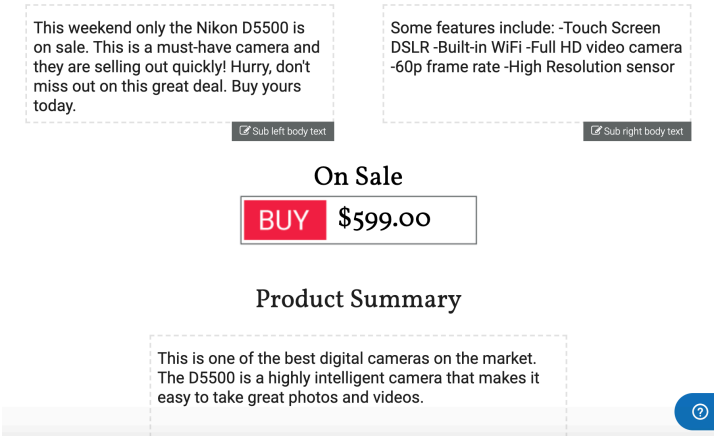


Figure 12: Nikon 5500 landing page



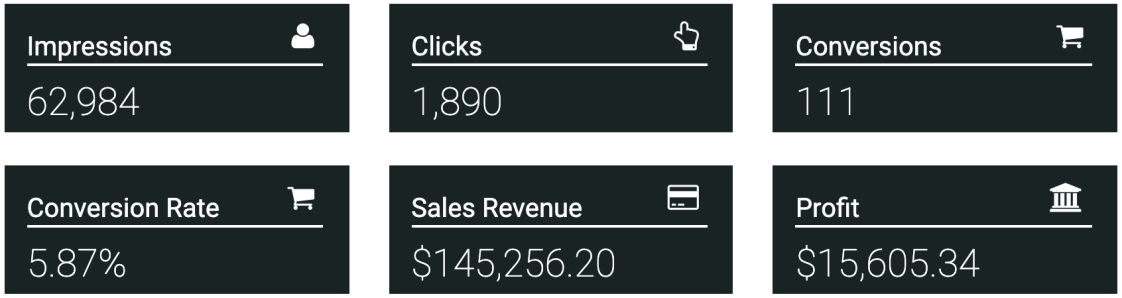
2) How did you do overall this week?

Table 3: Week Three Metrics

Date round submitted	Ranking	Budget Spent	Revenue	Profits	Conversions	Reach
4/4	Overall: 4 (Reach: 15) **Ads** Ad Revenue: 4 Ad profits: 4 Ad conversion rate:	5,000	145,256.20	15,605.34	111	1,890

	8 Ad conversions: 9 Ad clicks: 13 Ad impressions: 15 Email: 13 SEO: 14					

Figure 13: Week Three Ad Campaign Metrics



3) Did you improve your metrics from the previous week?

YES! My metrics improved greatly this week. I went from having a revenue of $15,222 last week, to $145,256 this week! My main goal was to increase my profits and I successfully did with profits of $15,605. I also increased my conversions by 95 and my reach by 1,613. All of my ranking increased as well from last week.

4) What did you learn this week? What do you plan to do differently in the next rounds for further improvement?

This week I learned that the more ads that I have, the more revenue I will make. I created 5 new ads this week which I believe helped me increase my profits a lot. I will continue with this same strategy I used this week because it worked very well. To also continue increasing my profits, I need to make sure that I am getting a lot of conversions. I had 111 this week which was a big improvement from the 16 I had last week. To increase my conversions I need to make my ads more intriguing and offer all of the information customers need on my landing pages. I want to look into doing another email campaign since I have not done one since round one. I think that having an email campaign along with the ad campaigns will help increase my overall profit as well.

Week Four Rounds

1) **What did you do this week?**

Before I did anything else this week, I first went in and looked at how my ads I made last week performed. I went back to my A/B test for the canon ads and found out that my old ad actually worked better! I decided to pause the new ad I made and I will continue having the old one as active. I then saw that one of my GoPro ads was not performing well. It was an ad for the overall GoPro brand, and not a specific model. It only got one click and did not make me any profits so I decided to pause it. I made a new ad and will monitor how it performs. I also went in and made one new ad in my ad campaign for Nikon cameras. I chose to do the Nikon D5300. I also made a new landing page for that specific camera as well.

Figure 14: Nikon Ad

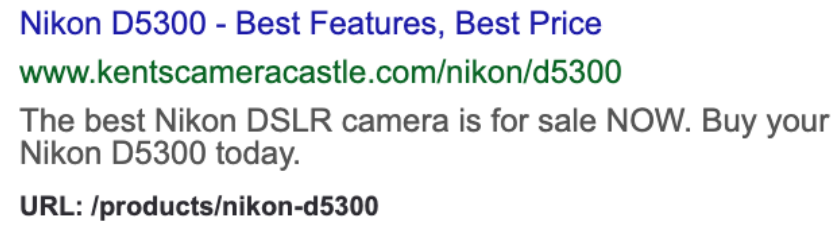
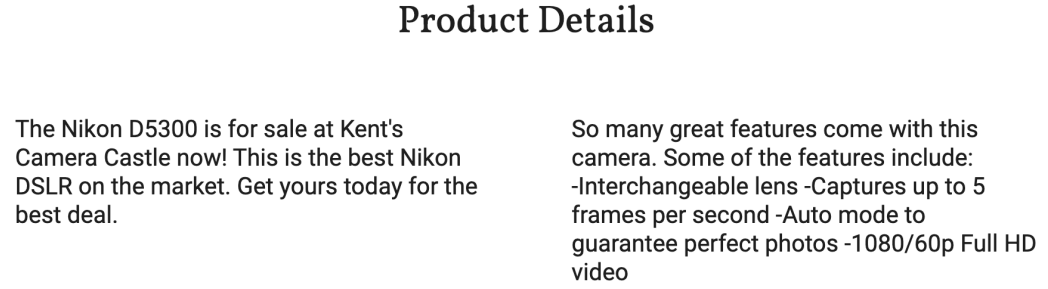


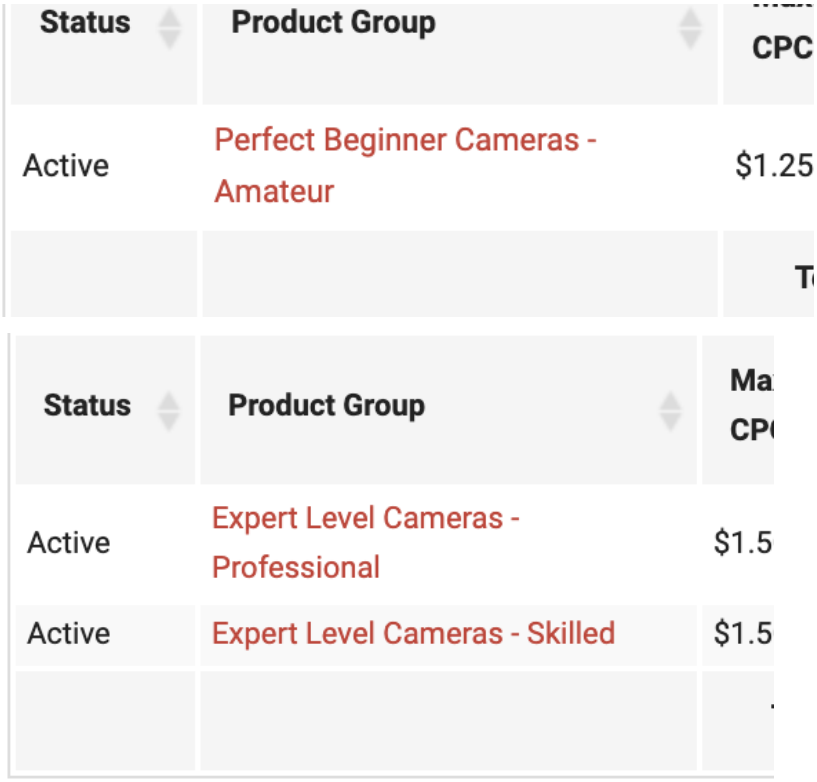
Figure 15: Nikon Landing Page



This week was the first week for making shopping campaigns. I called my campaign “Camera Levels” and I had two ad groups. One ad group was called “expert” and the other one was called “Perfect beginner cameras.” For my product groups, I separated them out based on skill level. Under the expert ad group I had professional and skilled levels. For my beginner ad group I had cameras for amateurs. I thought that this strategy would be good for the shopping campaign because a lot of the time, customers are looking for cameras that fit their skill level. With the shopping campaign we had to also pick negative keywords for each ad group. These are

keywords that you do not want your ad to pop up for when searched. I chose words that were not associated with the certain products I was trying to sell.

Figure 16: Shopping Campaign

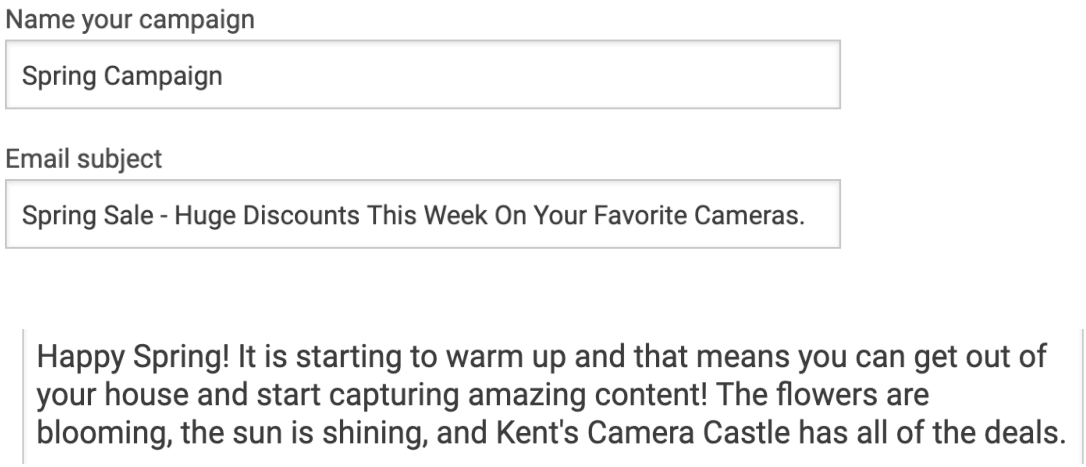


Status	Product Group	CPC
Active	Perfect Beginner Cameras - Amateur	$1.25
		T

Status	Product Group	Ma CP
Active	Expert Level Cameras - Professional	$1.5
Active	Expert Level Cameras - Skilled	$1.5

This week I also made an email campaign. I decided to revolve it around having a Spring Sale on cameras. I tried to have a subject line that would get customers to click on the email, and then have that be my main theme throughout the whole email. I mentioned a spring sale in a Nikon ad I made this week so I thought also including it in the email would be good.

Figure 17: Spring Email Campaign



2) **How did you do overall this week?**

Table 4: Week 4 Metrics

Date round submitted	Ranking	Budget Spent	Revenue	Profits	Conversions	Reach
4/11	Overall ROI: 7 Overall Profits: 11 Overall Revenue: 14 Reach: 22 **Ads** Ad Revenue: 12 Ad profits: 11 Ad conversion rate: 25 Ad conversions: 19 Ad clicks: 18 Ad impressions: 22 **Email** Sent: 2 Opens: 2 Open Rate: 3 Clicks: 9 CTR:32 Conversions: 13 Revenue: 16 Profits: 13	5,000	107,851.13	14,294.75	114	2,176

	ROI: 17 SEO: 18					

Figure 18: Week Four Ad Campaign Metrics

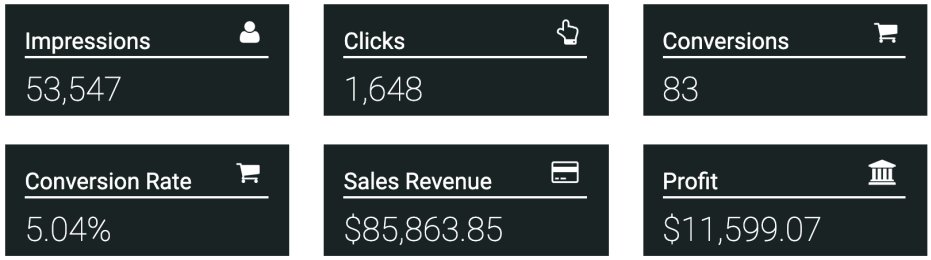


Figure 19: Week Four Shopping Campaign Metrics

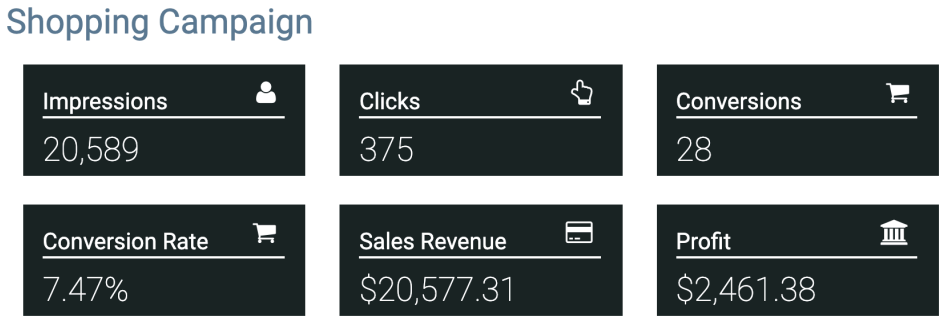
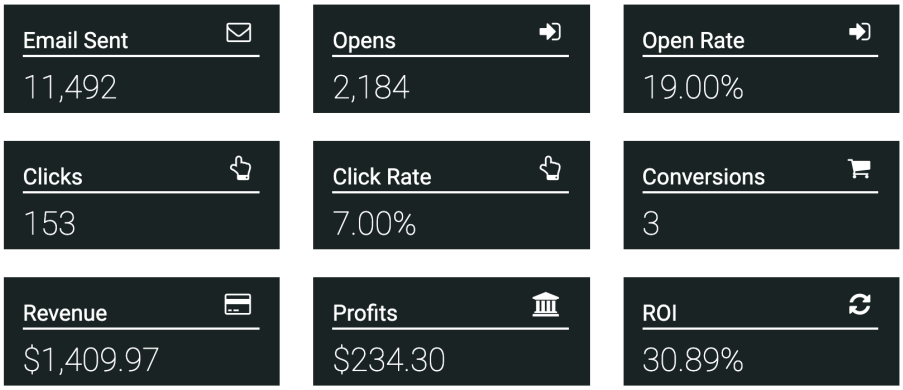


Figure 20: Week Four Email Campaign Metrics



3) Did you improve your metrics from the previous week?

I did not improve on some of my metrics from the previous week. I am not sure what went wrong or why I did not increase my profits this week. However, conversions went up by 3 and I also increased my overall reach.

4) **What did you learn this week? What do you plan to do differently in the next rounds for further improvement?**

This week I learned that the type of content that I put in my email campaigns really matters when it comes to getting a high CTR and conversions. I must make it appealing to my customers and have a clear call to action so that they will buy the cameras. If it is not relevant to my customers then they will most likely delete the email and not turn into a new conversion. Next week I plan to focus more on my actual content in both my landing pages and email campaign. I plan on going through all of my landing pages and updating the content. This will ensure that the information on those pages are relevant to my ads and they give the customer enough information to go through with making a purchase.

Week Five Rounds

1) **What did you do this week?**

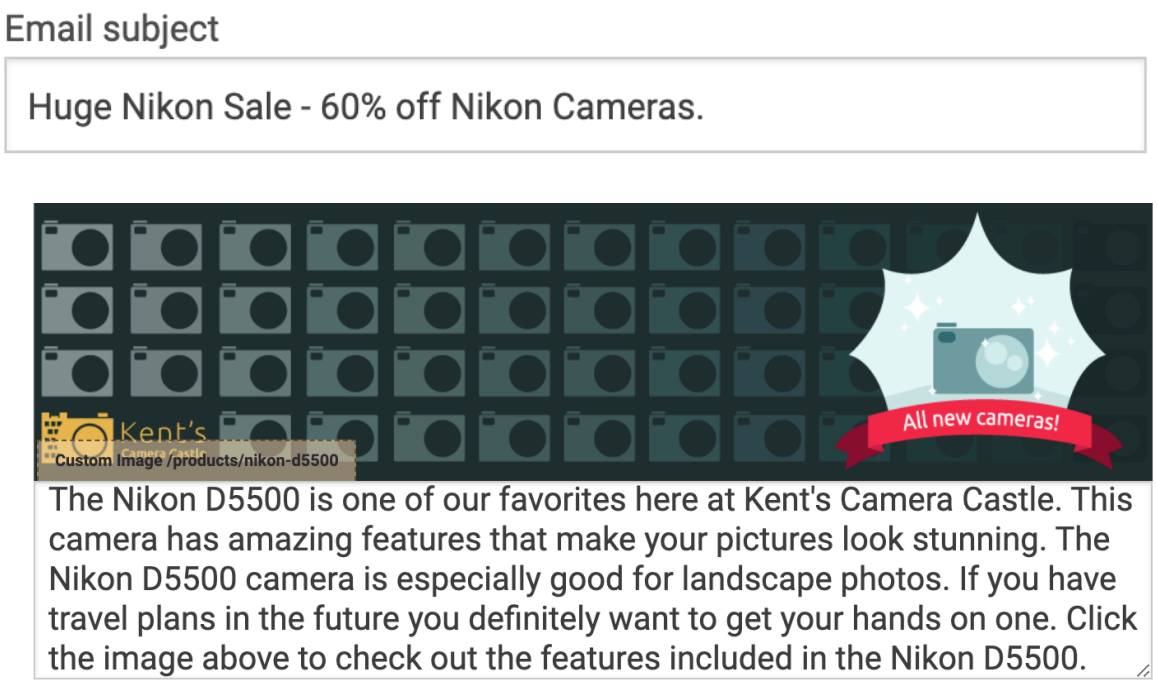
This week I wanted to focus on increasing my conversions and reach. Based on the scoreboard results from last week, this is something that I have to improve on in order to keep succeeding. The first thing I did was went in and looked at the results from my shopping campaign that I made last week. My campaign made me $2,461 in profits. When I looked at the insights, I saw that my conversions were very low. I increased my bid on my ad groups from 1.00 to 1.50. Hopefully, having a higher bid will give my ad more hits which might lead to more conversions. I also went into my previous ad campaigns and adjusted my keywords as necessary. I noticed that some keywords from my gopro ads were still not getting any results so I paused those ones and adjusted my ads to fit the keywords I had left.

A big part of increasing conversions is making sure that my landing pages are aligned with my ad and email campaigns. Last week, I mentioned that I wanted to focus more on my content so I went in and adjusted all of my landing pages. I made sure that there was a clear call to action, my content was convincing enough to have a customer want to buy the product, and that the layout I chose was still the one I wanted to go with. Having a good landing page makes a big difference on my overall performance so I wanted to make sure that it was perfect.

This week I also had to make a new email campaign. I titled my campaign “Nikon Sale” and had the subject line “Huge Nikon Sale - 60% off Nikon cameras.” I will revolve all of my content around this Nikon sale. I decided to make the sale one week only and I stated this multiple times throughout the email so the customers know. Also, instead of just focusing on the sale that was going on, I also wanted to add in more content that would keep the readers intrigued. I discussed the best type of pictures to take with a Nikon camera within the email. I had a call to action that led them to the Nikon landing page. I also decided to choose a different mailing list to see if I get

better results. Last week I did the default list. However, I think choosing the default list sends the email to too many individuals who are not interested. Instead, I chose the newsletter subscriber list. This is anyone who has subscribed to a newsletter on the website.

Figure 21: Nikon Email Campaign



2) **How did you do overall this week?**

Table 5: Week Five Metrics

Date round submitted	Ranking	Budget Spent	Revenue	Profits	Conversions	Reach
4/18	Overall ROI: 10 Overall Profits: 12 Overall Revenue: 11 Reach: 23 **Ads** Ad Revenue: 11 Ad profits: 12 Ad conversion rate: 18 Ad conversions: 21 Ad clicks: 18 Ad impressions: 22	5,000	135,417.13	16,710.93	132	2,223

	Email Sent: 29 Opens: 31 Open Rate: 16 Clicks: 29 CTR:1 Conversions: 22 Revenue: 7 Profits: 19 ROI: 23 SEO: 19					

Figure 22: Week Five Ad Campaign Metrics

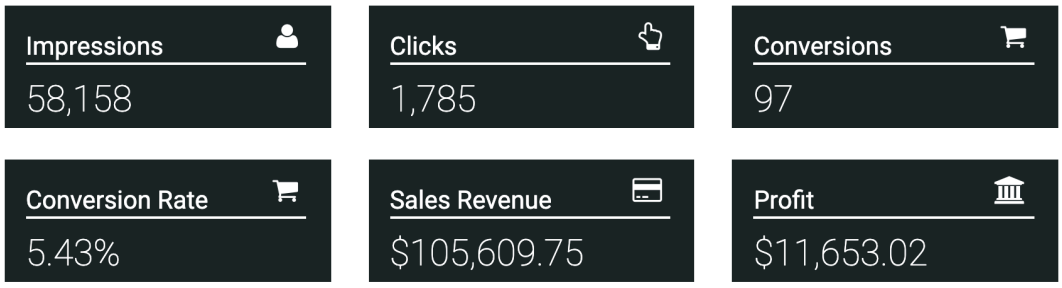


Figure 23: Week Five Shopping Campaign Metrics

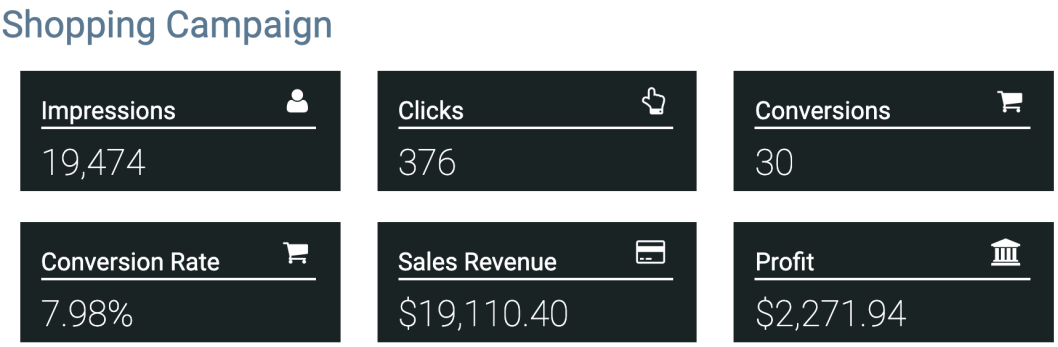
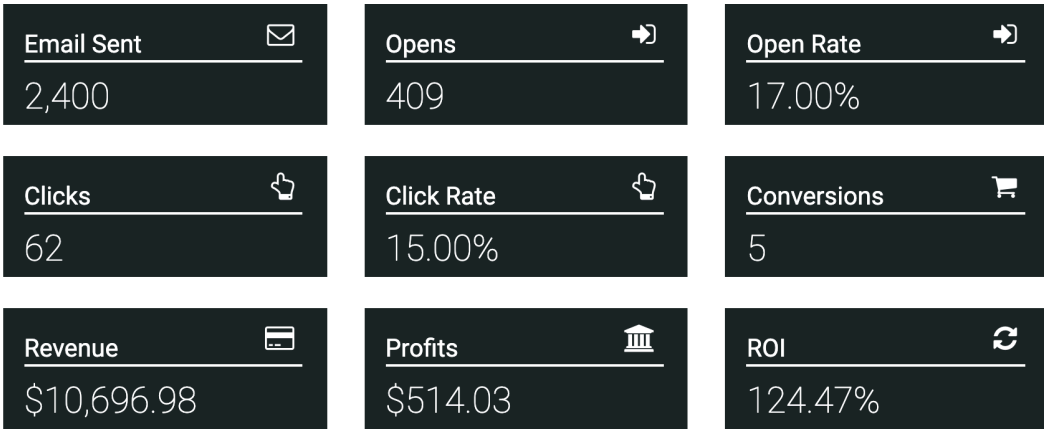


Figure 24: Week Five Email Campaign Metrics



3) **Did you improve your metrics from the previous week?**

The only rankings that were improved this week was my overall revenue, CTR for email, and my revenue for email. When it comes to my overall metrics, my profits, revenue, conversions and reach all did increase! There was only a small increase this week, but I still consider that a win! This shows me that I am continuing to learn and grow each week throughout the simulation. Last week did not go as planned so I am glad that I was able to improve this week.

4) **What did you learn this week? What do you plan to do differently in the next rounds for further improvement?**

I plan to improve my email campaign next week. This week I scored very low in my ranking for the email portion and I need to make sure that does not happen again next week. I chose a different mailing list for my email campaign this week and I believe that is why I did not perform as well. I learned that if I want to use the newsletter subscriber list, I have to make my content directed specifically towards that target market for it to be worth it. Sending my emails out to more people will give me a higher chance of gaining more clicks and conversions. I also would like to introduce some new products to sell next week. Next week is the last round and I have not introduced a new camera since week three. I do not want to create too many new ad campaigns but just enough to increase my profit and not have it be overwhelming.

Week Six Rounds

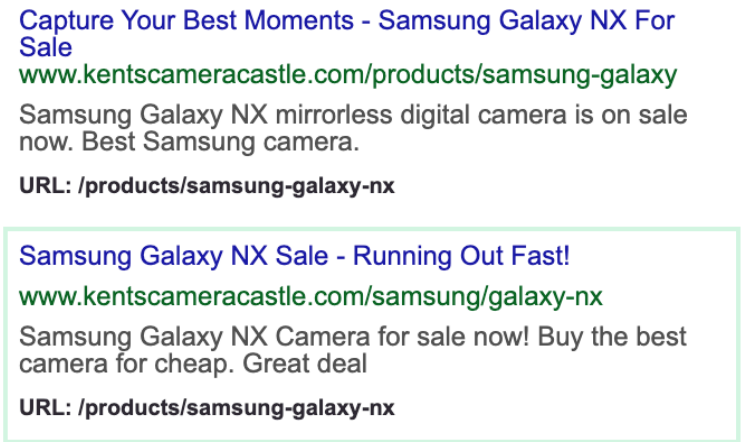
1) **What did you do this week?**

This week was the last round of the simulation. The first thing I did was went through all of my ad groups and got rid of keywords that were not bringing me results. For example, I noticed that

the key word “camera discount” was not getting any clicks in my canon ad group so I decided to pause it. I also added new keywords that had a high monthly search volume to ensure that my ad would pop up when those keywords were searched. Some of the keywords I added to some of my ad groups were “best camera” and “samsung cameras.” I also went in and changed my bid on keywords where the bid was too low from the previous week. I figured out which ones needed me to adjust my bid by going to insights on each ad I made and looked to see if I had a green thumbs up under the bid section. For those that had a red thumbs down, that meant I needed to either lower my bid or increase it.

Next, I adjusted my ads. Since I am ranking low in reach I wanted to make sure that all of my ads were intriguing enough so someone would want to click on them. I changed little things like the wording of the title or the keywords in the ad description. I also did more A/B testing for some of my ads. For example, I made a new ad for the Samsung Galaxy NX and compared it to the old ad I previously had to see which one would perform better.

Figure 25: Samsung Ads



I also introduced two new products to sell. The Sony a99 and the Canon Rebel t4i. I made a new campaign called Sony for the Sony a99. My strategy behind this was I wanted to sell a variety of different brands and I wanted to end the simulation with adding one more. I thought that this would help increase my profits, especially since I had not introduced a new product in a while. Along with the new ads I made, I also made two new landing pages for the new products. This means, I have at least one landing page for every product that I was selling. Having a good landing page brings in more conversions so I really focused on the content of these landing pages.

Figure 26: Canon And Sony Ads

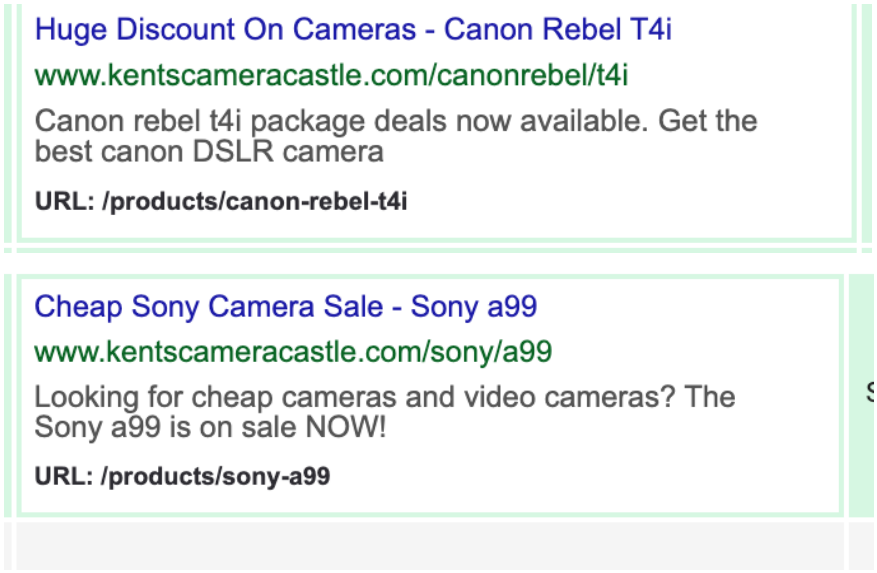
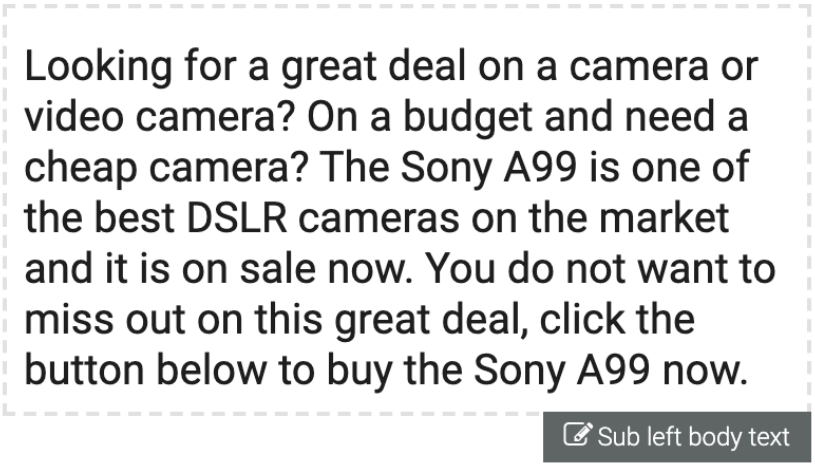
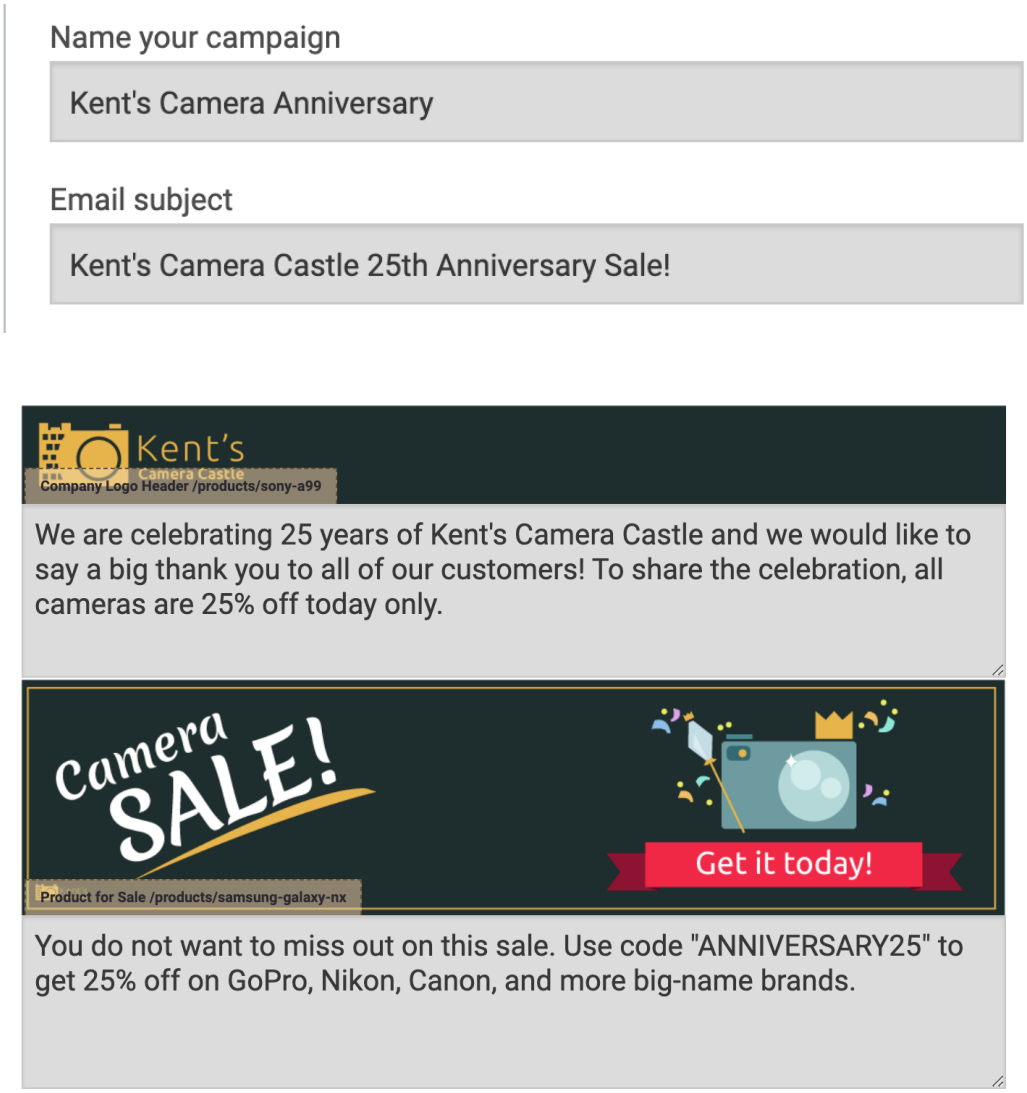


Figure 27: Sony Landing Page



The last thing I did this week was I created my final email campaign. My email last week ranked very well for CTR but was ranked pretty low in all of the other categories. I sent my email out to the default list to reach as many people as I could to hopefully increase my overall conversions. I made the content in the email revolve around a "25th anniversary sale" for Kent's Camera Castle. I thought that this would intrigue customers and get them to at least open the email. I offered a 25% off coupon that was only valid for that one day.

Figure 28: Anniversary Email Campaign



2) **How did you do overall this week?**

Table 6: Week Six Metrics

Date round submitted	Ranking	Budget Spent	Revenue	Profits	Conversions	Reach
4/25	Overall ROI: 4 Overall Profits: 7 Overall Revenue: 13 Reach: 18	5,000	139,185.01	19,760.25	194	3,221

	Ads Ad Revenue: 15 Ad profits: 10 Ad conversion rate: 21 Ad conversions: 13 Ad clicks: 13 Ad impressions: 18 **Email** Sent: 1 Opens: 5 Open Rate: 8 Clicks: 7 CTR: 9 Conversions: 5 Revenue: 3 Profits: 2 ROI: 2 SEO: 13					

Figure 29: Week Six Ad Campaign Metrics

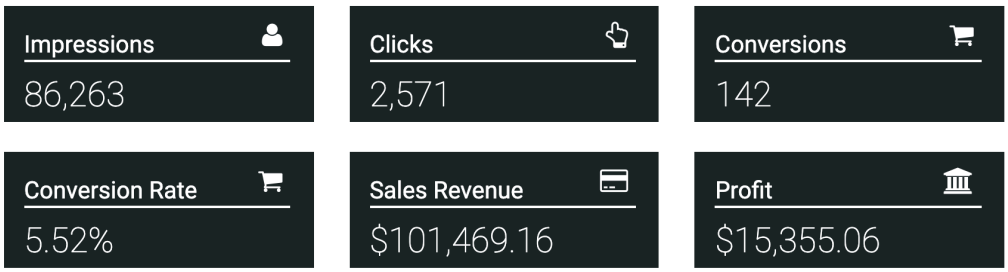


Figure 30: Week Six Shopping Campaign Metrics

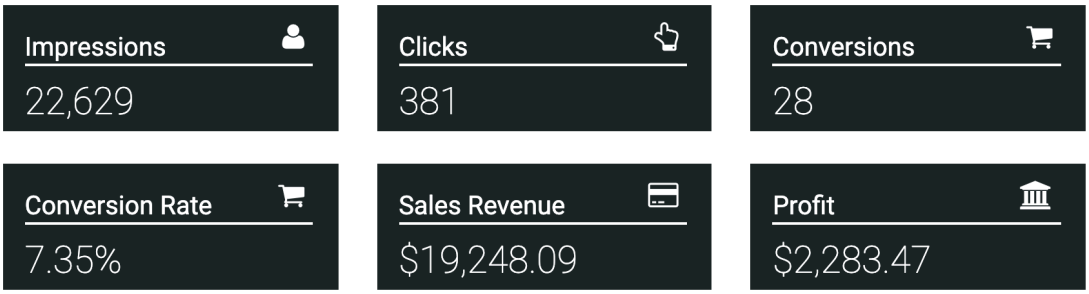
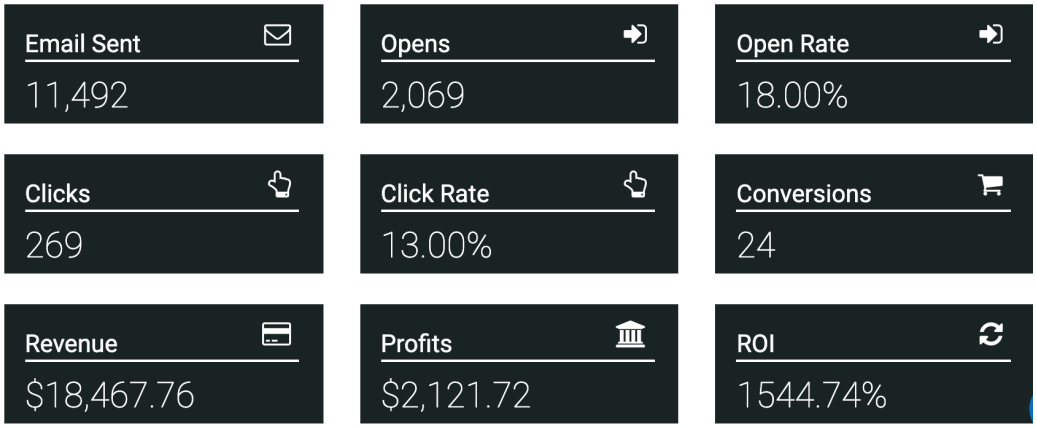


Figure 31: Week Six Email Campaign Metrics



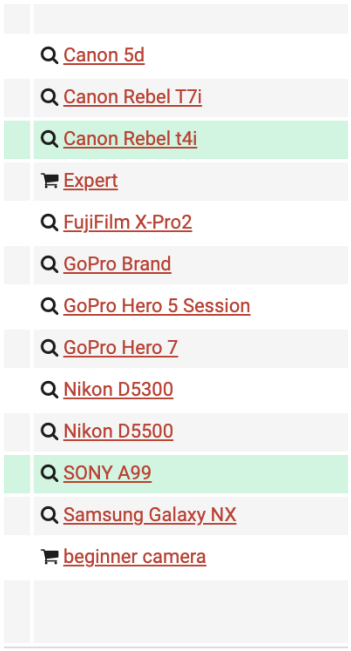
3) **Did you improve your metrics from the previous week?**

I improved greatly from last week. To start I increased my revenue by $3,768 and increased my profits by $3,050. My ranking for overall ROI, profits, and reach went up as well. I am glad to see my ranking for reach went up because that is something that I was really focusing on for the past two weeks. My overall reach increased by 998. My rankings for the metrics for the ad campaigns also went up, but not as much as I would like. However, it is still an improvement even if it was small. Lastly, my biggest improvement was with my email campaign. I got great rankings in the email section and they all increased a lot from last week. I ranked 2 for profits whereas last week I was ranked at 19.

4) **What did you learn this week?**

This week I learned that the more cameras I sold, the higher my profits would be. If I could go back and start over I would try to sell more products right to begin with. I ended the simulation selling 11 products (not including my shopping campaigns) and I could have had ad campaigns for a lot more to bring in a higher profit. I also learned that I got better results sending my email campaign to the default list rather than the other two lists that were available to choose from. I think this is because I am able to reach a lot more people which will increase the likelihood of getting more clicks and conversions.

Figure 32: Ad Group List



Conclusion

Throughout the past 6 weeks of this simulation I have learned a lot. I went into this not really knowing how to create a successful ad campaign, and I have only had a little experience with working with keywords in the past. In the beginning, I was really struggling with what keywords would be the best and which one would give me the best results. There were a couple of weeks where a lot of my keywords got no conversions at all and I was wasting money on clicks that never turned into anything. It did take a lot of trial and error, and I had to change some of my original bids on keywords because they were either too low or too high. Now that I have finished, I can say that I do feel a lot more confident working with keywords and I now have the knowledge of how important it is to choose the right ones. I had a lot of fun choosing which cameras I wanted to sell and creating my ads for them. At times, it was challenging to write a good ad description that included all of my keywords. Creativity is definitely a skill that is needed to come up with successful ads for the products that you are selling. I completed the simulation selling 11 cameras. The main brands I stuck with were GoPro, Fujifilm, Canon, Nikon, Samsung, and Sony. I tried to sell at least two cameras for each brand, but for Fujifilm and Sony I only ended up selling one. My strategy for the ads worked out well and made me over $16,000 profits in the last round. I think that I would have made more profits if I sold more cameras. Landing pages were also an important element of the simulation. I had to make sure that the content on my landing pages were aligned with what I have written in my ads. Landing pages are a big part in making decisions for consumers. If you have a bad landing page you

could be missing out on important conversions. I am glad that I got experience with making landing pages because I know it will be important in my future career in digital marketing.

This simulation also taught me how to create email campaigns. I had real life experience with my past internship for this, but definitely needed the extra practice that I got with the Mimic Pro simulation. It was interesting being able to choose which email list I wanted to send it out to, which pictures I wanted to include, and which template I wanted to do for the email. All of these things are important when it comes to making an end profit. The subject line of the email might be one of the most important elements. This is what gets the customer's attention, and if you have a bad subject line they will not even bother clicking on your email. Throughout the simulation I got to learn how to create successful ad and email campaigns, how to write relevant content, and how to create a landing page that turns clicks into conversions. I am so grateful for this experience and it has definitely strengthened my marketing skills. I now feel more confident to enter the real world and start my career in digital marketing!

Stukent Mimic Pro Certification and LinkedIn Profile and Social Sharing

Figure 33: LinkedIn Post



Figure 34: Mimic Pro Certificate



Figure 35: LinkedIn Projects Section

Stukent Mimic Pro Simulation
Mar 2021 – Apr 2021

For my digital marketing class at the University of Northern Colorado, we were assigned to complete the Mimic Pro simulation. This is a 6-week simulation with rounds that need to be completed at the end of each week. In the simulation, I worked for a camera company called Kents Camera Castle. I created online ads for the cameras as well as landing pages and email campaigns. I had to research relevant keywords and use those keyowrds throughout those ads and landing pages. I had to come up with the best strategy for me to get the highest profits I possibly could. I was given a budget of $5,000 dollars to spend for each round and I was ranked against my other classmates based on my performance. This project gave me the hands-on experience to understand all of these different topics. My goal is to have a career in digital or social media marketing and I believe that this simulation has greatly improve my skills.

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