

# Retargeting - Google Ads & Facebook Ads

**Section 1: Google Ads Remarketing Campaign:**

<p><b>BRAND + INDUSTRY</b></p>	<p>Basepin’s expert consultants effectively manage &amp; coordinate BIM (building information modeling) at every phase of a project – from pre construction through design coordination, construction, commissioning, and closeout. When the building is complete, Basepin also provides As-built and BIM facility management services for owners, property managers, and tenant improvement groups. Basepin’s “BIM then build” approach enables project teams to reduce risk, save money, and deliver fully coordinated drawings to the field ahead of construction.</p> <p><b>Industry:</b> Construction - Commercial / Healthcare / Transit / Manufacturing / High-Rise Residential / Education2</p>
<p><b>BUSINESS OBJECTIVE(S)</b></p>	<p>Increase the number of website ‘contact us’ form completions from 1 per month to 3 per month by the end of 2Q2021.</p>
<p><b>CAMPAIGN SUMMARY</b></p>	<p>Over the past 10 years, Basepin has earned clients mostly through word of mouth marketing and has provided BIM management and coordination to companies across the US.</p> <p>As Basepin celebrates the start of its second decade, our goal is to build on the work we have already done, including our improved organic SEO strategy, paid search campaign, and display campaign through a retargeting campaign that will move leads from interest to consideration. This campaign, like our last display campaign, will focus on general contractors and subcontractors in the Seattle area. We will retarget website visitors and highlight the new Basepin Services Customizer tool (similar to a ‘contact us’ form). This tool allows leads to customize their BIM services needs in 10 simple steps. As BIM becomes the industry standard Basepin is uniquely positioned as BIM experts to help these customers stay competitive. This campaign will increase consideration among leads by giving them an easy next step to explore their BIM services options.</p>
<p><b>CONVERSION FUNNEL STAGE(S)</b></p>	<p>Interest / Consideration</p>
<p><b>THE TACTICS YOU WILL USE AND HOW THEY WILL SUPPORT YOUR</b></p>	<p>As defined in the Basepin customer journey, leads in the interest stage of the conversion funnel have visited our website at least one time to learn about our services. Our retargeting campaign will focus on moving these leads to the conversion stage of the funnel. This</p>

<b>OBJECTIVE.</b>	campaign will highlight Basepin’s new “BIM Services Customizer” tool (similar to a ‘contact us’ form) that can be completed on our website. This is a custom, concise, interactive tool that leads can use to customize a BIM services package specific to their project needs in 10 simple steps. The lead will click through the ad to the website and complete the form. This ad will remind previous website visitors of the Basepin brand, re-emphasize the services that Basepin offers, and give them a way to customize their needs (since BIM services requirements vary by client & project). It gives leads who may have not reached out to us before an easy next step.
<b>CAMPAIGN TYPE</b>	Display
<b>GOOGLE ADS CAMPAIGN GOAL</b>	Website traffic
<b>REMARKETING AUDIENCE DETAILS</b>	Site visitors - these leads will have visited our site before, through our organic SEO strategy, current display campaign or current paid search campaign.
<b>KPIs</b>	visits, form completions

**Section 2: Facebook Ads Manager Retargeting Campaign:**

<b>BRAND + INDUSTRY</b>	Dick’s Drive-in is a fast food restaurant chain that has been serving Seattle favorites burgers, fries, and shakes since 1954. Its classic drive-in style dining, simple American cuisine, and low prices draw in hundreds of locals and tourists every day. It is well-known not only for its tasty food but for its commitment and involvement in the local community. It is a must-do experience for anyone visiting the greater Seattle area.  Industry: Fast food
<b>BUSINESS OBJECTIVE(S)</b>	Increase sales by 5% by the end of 2Q2021.
<b>CAMPAIGN SUMMARY</b>	Dick’s prides itself on giving back to the community. Since Dick’s Change for Charity program was founded in 1998 customers have given over \$2,200,000 to its Seattle-based charity partners. Customers donate the change left over from their order to several partner charities. Since the COVID-19 pandemic started, the Seattle community has been hit hard. Because of this, Dick’s Change for

	<p>Charity program is now partnering with Seattle's COVID-19 Mutual Aid charity that provides services and food to underserved and immunocompromised people in the Seattle community. Dick's is also matching each customer's donation. This campaign will retarget customers that have bought from Dick's in the past. By re-engaging and educating existing customers about Dick's new Change for Charity partner and matching campaign it will encourage them to buy from us again and give back to their community at the same time.</p>
<b>CONVERSION FUNNEL STAGE(S)</b>	Conversion / Re-engagement
<b>THE TACTICS YOU WILL USE AND HOW THEY WILL SUPPORT YOUR OBJECTIVE.</b>	<p>This Facebook retargeting campaign will remind existing customers about Dick's Change for Charity program &amp; its past accomplishments. It will also educate them on our new COVID-19 charity partner &amp; donation matching. Dick's customers are known for caring about their community and this will give them an easy, inexpensive way to give back while also getting a tasty meal. It will strengthen customer relationships and increase customers' LTV.</p>
<b>CAMPAIGN TYPE</b>	Social
<b>FACEBOOK MARKETING OBJECTIVE</b>	Engagement
<b>RETARGETING AUDIENCE DETAILS</b>	<p><b>Source:</b> Facebook page  <b>Details:</b> Everyone who engaged with the Dick's Facebook page in the 365 days.</p> <p>Facebook is the number one place online that Dick's customers interact with the brand, with over 214K followers. It is by far more popular than our other social media channels or website. Selecting this audience to retargeting will give us the widest reach of existing customers for the retargeting campaign. We also do not have any existing email lists of customers since our customer interactions are mostly quick transactions at our restaurant locations. <i>(Please note, I was unable to save this audience since my Ads account is not associated with a Facebook page, so I created another list using the website just to demonstrate my understanding of the system. Screenshot from both are in the slide deck).</i></p>
<b>KPIs</b>	Engagement - likes, shares, comments, LTV and % increase in sales