



Digital Measurement Strategy



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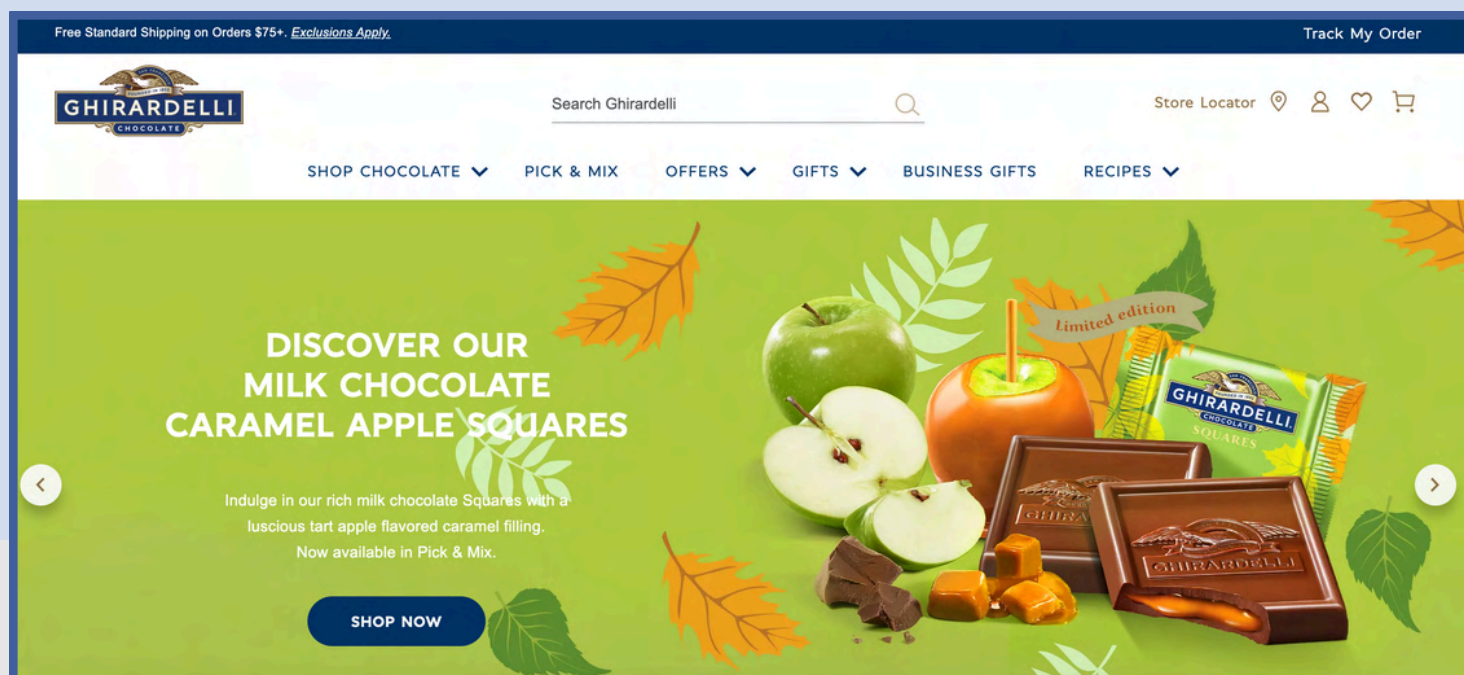
Part 1
Google Analytics
Measurement Strategy

ABOUT GHIRARDELLI

Ghirardelli Chocolate is a company focused on providing decadent, chocolate-based products. Their products range from chocolate bars and squares to chocolate chips and baking squares. Additionally, the company has physical shops where they sell chocolate products and drinks.

WHY DOES THEIR WEBSITE EXIST?

Their website exists mainly to allow consumers to view their variety of products and purchase these products. Additionally, customers can locate stores and find recipes on the website.



AUDIENCES

Businessman Blake



One of the main audiences for Ghirardelli is Businessman Blake. Blake is the CEO of his company and loves to give his team gifts to show him appreciation for their hard work and dedication to his team. He is one of the major audiences for Ghirardelli, specifically for their Business Gift packages.

Stay at Home Stephanie



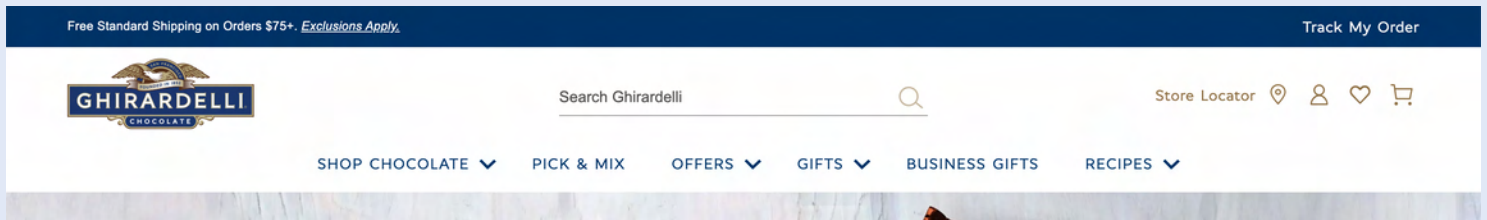
Another main audience for Ghirardelli is Stay at Home Stephanie. Stephanie loves to bake and have sweet treats for her kids at home. Therefore, she loves to buy Ghirardelli's baking products to use in the kitchen, and their chocolate bars and squares for desserts for her kids.

PTA Penelope



Lastly, another main audience for Ghirardelli is PTA Penelope. Penelope loves to buy Ghirardelli chocolates as treats for school teachers and staff to include in thank-you gifts. She currently purchases their squares most frequently.

LANDING PAGES



Ghirardelli's main landing page is their home page. On the home page, you have the option to explore 6 different sub-pages

- Shop Chocolate
- Pick & Mix
- Offers
- Gifts
- Business Gifts
- Recipes

You also have the option to search Ghirardelli and locate stores.



Another landing page that is important for Ghirardelli's audiences is the Business Gifts page. Here, users have the option to explore different business gifts available for purchase on Ghirardelli's website.

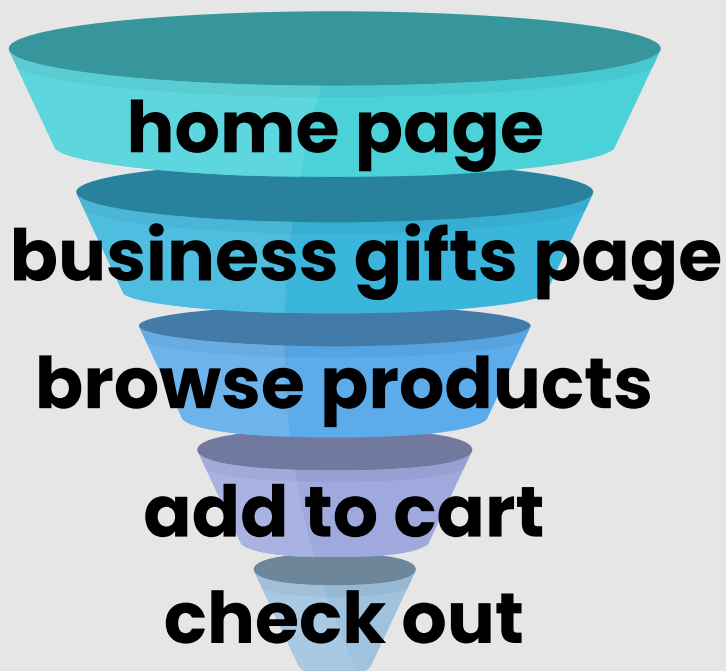
CORE FUNCTIONALITY

There are four main core functionality elements for Ghirardelli's website

- eCommerce (Add to Cart and Checkout)
- Subscribing to emailing list
- Make an account
- Adjusting quantity of items in cart

CONVERSION EVENTS

The macro goal for Ghirardelli is a purchase. The macro-conversion funnel below lays out the steps consumers would take on Ghirdelli's website to reach this goal.



With the end goal being a checkout/purchase, the ideal path a consumer would take on the Ghirardelli website is to start at the home page and then follow to the "Business Gifts" page. From here, they will browse products, add them to their cart, and check out, resulting in a conversion.

Microconversion Events

- Looking at different available packages
- Subscribing to emails
- Using the search button on the site
- Create an account
- Add a product to favorites

USE OF GOOGLE SIGNALS

Ghirardelli should implement Google Signals for ad personalization. When Google Signals is activated, a company is allowed to track cross-device journeys. This is beneficial to companies because it allows for more acquisition data to be collected as well as deeper consumer insights.



GOOGLE PRODUCTS TO CONNECT

Google offers a variety of products that will help maximize the marketing efforts of Girhadelli. I recommend connecting the following products.

GOOGLE ADS

When combined, Google Analytics and Google Ads are a powerful tool for businesses. Using these platforms together provides valuable insight for companies, such as ad spending across channels, and automatically uploads campaign-related metrics and dimensions into the Google Analytics workspace. Additionally, when connected, audiences in Google Ads can be used to create target ad campaigns. Target ad campaigns are an essential tool for success for Ghiradelli.

SEARCH CONSOLE

Ghiradelli should connect Search Console because it allows them to measure search traffic and performance. This information is crucial to understand how consumers are finding a website and can help in optimizing search results. Therefore, connecting Search Console is crucial for Ghiradelli to optimize their search efforts.

SEARCH ADS 360

I also recommend the connection of Search Ads 360. Using Search Ads 360 in addition to Search Control will fully allow Ghiradelli to maximize their search efforts across all search platforms, including Gogle Ads, Bing, Yahoo! and many more.

DISPLAY & VIDEO 360

Lastly, Ghiradelli should connect Display & Video 360. Connecting Display & Video 360 will allow cross-channel reports, explorations attributions, and campaign cost data to be available in Google Analytics. Additionally, Display & Video 360 is a very powerful tool that can help with custom bidding and audience remarketing. These tools are all necessary for Ghirdelli to have access to.



CAMPAIGN RECOMMENDATION

I recommend Ghirardelli implement a campaign called “**Back to School, Back to Business!**” This campaign will be utilized to encourage business gifts for professionals, as well as school staff, during the back-to-school season.

For this specific campaign, the Landing Page will be the “Business Gifts” tab of Ghirardelli’s website.

This campaign will be advertised on Google Search Ads, Facebook, Instagram, Email, and Pinterest.

CAMPAIGN AUDIENCES



Businessman Blake

Businessman Blake will be an audience for the campaign. He is an audience for the overall company and will be **retargeted** in this campaign.

Overall, the campaign's goal is to increase the sales of Business Gifts. The goal is to retarget Businessman Blake, who wants to treat his team and employees to sweet treats to showcase his appreciation.



HR Holly

A new audience we are introducing is HR Holly. We will target Holly through advertisements that focus on welcoming gifts for new employees. Welcoming new employees to a company is a crucial part of establishing a workplace camaraderie, and therefore Business Gifts will be extraordinarily beneficial for HR Holly, and she will be one of the main



PTA Penelope

PTA Penelope will be an audience for the campaign. He is an audience for the overall company and will be **retargeted** in this campaign.

Overall, the campaign's goal is to increase the sales of Business Gifts. The goal is to retarget PTA Penelope with targeted ads for Business Gifts for her to use in the workplace, as opposed to the individual squares she is currently using.

Additionally, throughout the campaign, Google Analytics data will be utilized to track users who have added packages to their cart but not checked out. We will use this data to retarget these customers to encourage them to finish their purchases.

■ Measurements

Throughout the campaign, **five** major events will be measured in Google Analytics. These events will be monitored to measure campaign success and make necessary changes throughout the campaign to maximize efficiency and results.

01

Average Order Value

Average order value allows Ghirardelli to see the average order value on their website. This is a powerful analytic tool that will allow Ghirardelli to measure the monetary success of their campaign

02

New Users by Default Channel

Tracking users by default channel will allow Ghirardelli to see where their users are coming from: direct, cross-network, organic search, paid search referral, organic search, or email. This will help Ghirardelli to identify the most effective acquisition channels, and change advertising efforts accordingly throughout the campaign passed on success.

03

Purchases

Tracking the number of purchases will allow Ghirardelli to gauge the campaign's success. The macro-conversion goal is a purchase; tracking this through Google Analytics will allow Ghirardelli to measure the campaign's success and make changes as necessary.

04

View Item

Tracking item views will allow Ghirardelli to measure how many views each of their business gift packages are getting, which is an essential measurement tool in this campaign. This will allow Ghirardelli to identify their most popular packages, and create advertisements geared towards them.

05

Abandonment Rate

The abandonment rate will allow Ghirardelli to measure the percentage of users who have started a purchase but never completed it. This will allow Ghirardelli to track which sales are being lost, and change campaign efforts as needed to decrease the abandonment rate.

CONCLUSION

It is recommended that Ghirardelli implements the **Back to School, Back to Business** campaign immediately.

This campaign requires immediate implementation of Google Analytics. Through Google Analytics, five campaign metrics will be closely monitored, and changes will be made accordingly throughout the campaign to maximize results





Part 2
Google Ads Search
Investment Strategy

MARKETING CAMPAIGN INTRODUCTION

Google Search Ads will also be a part of the “Back to School, Back to Business” campaign for Ghirardelli’s business gifts.

GOOGLE AI

The introduction of Google AI to Search Ads has allowed for Google Search to become a powerful tool. Google AI understands nuances in the human language, allowing for better placement of ads. The integration of Google AI ensures that the right ad is placed in front of the right person at the right time. This is good for Ghirardelli because it ensures that ads are reaching the proper audience.

AUDIENCES

There are 3 main audiences for this campaign:

- **Businessman Blake**
 - **Age:** 45
 - **Motivations:** Healthy work–life balance and having a healthy, collaborative work environment
- **Stay at Home Stephanie**
 - **Age:** 34
 - **Motivations:** Spending quality time with her family and making memories with her kids. Teaching her kids how to treat themselves and encourage indulgence.
- **PTA Penelope**
 - **Age:** 40
 - **Motivations:** Making those around her feel appreciated and seen for their hard work.

COMPETITORS

Ghirardelli has three major competitors: Hershey Company, Lindt & Sprüngli, and Godiva Chocolatier.

However, Ghirardelli prides itself on being high-quality chocolate, differentiating it from their competition. They are one of the only companies that manages the entire chocolate manufacturing process from start to end.

SEASONALITY

The campaign will be run during winter months, because this overlaps with giving seasons: Thanksgiving & Christmas, as well as back to school.

CAMPAIGN LENGTH

The campaign will run from November 1st to January 31st, for a total of 92 days.



Google Ads Investment Strategy

It is recommended that Ghirardelli implement a Google Ads campaign. **The primary goal of this Google Search Ads campaign will be to generate sales of business gifts.**

Campaign Targeting Details

- **Devices:** Desktop, Tablet & Mobile
- **Locations & Languages:**
 - United States
 - English
- **Goal:** Generate sales
- **Bid Strategy:** Maximize Conversions
- **Budget:** \$36,000
- **Start Date:** November 1
- **End Date:** January 31
- **Ad Scheduling:** Daily, 24/7

AD GROUPING DIAGRAM



KEYWORDS

gift box, chocolate box, Ghirardelli chocolate, chocolate gifts, chocolate gift baskets, chocolate basket, assorted chocolates, chocolate delivery, bulk chocolate, candy gift baskets, online chocolate delivery, thank you chocolates, corporate chocolate gifts, candy gifts, ghirardelli gift basket, thank you basket, chocolate sets, chocolate gift box, customized chocolate box, teacher gift boxes, staff appreciation gifts, employee appreciation gifts, employee chocolates, teacher chocolates, teacher appreciation gifts, school staff gifts, staff gifts

Negative Keywords: Cheap chocolate, cheap business gifts, cheap pta gifts



BROAD MATCH

With the keywords, this campaign will utilize **broad match**. This means that when a user enters a search query, they do not have to enter the exact keywords for the campaign to be shown advertisements from the campaign. Advertisements will still be shown to a user if their search includes words related to a keyword's meaning. This helps ads reach a wider audience without building a long keyword list.

SAMPLE ADS

Employee Gifts

Ad · <https://www.ghirardelli.com/gifts/all-gifts/business-gifts>

Employee Appreciation - Ghirardelli Gifts

Show your employees appreciation this giving season with our delectable, hand-made chocolate gift boxes.

Search Query:

“employee appreciation gifts”

Ad · <https://www.ghirardelli.com/gifts/all-gifts/business-gifts>

Ghirardelli Business Gifts

Looking to treat your employees? Order our premium chocolates now for a memorable workplace experience.

Search Query:

“employee gift”

Teacher Gifts

Ad · <https://www.ghirardelli.com/gifts/all-gifts/business-gifts>

Show Gratitude with Ghirardelli Gifts

Looking for a way to show teachers your appreciation? Ghirardelli gifts are the perfect teacher gift! Order now!

Search Query:

“teacher gifts”

Ad · <https://www.ghirardelli.com/gifts/all-gifts/business-gifts>

Sweeten Teacher Appreciation with Chocolate

Show your appreciation for teachers dedication with decadent chocolate gifts. Order today to give thanks!

Search Query:

“teacher appreciation gift”

Staff Gifts

Ad · <https://www.ghirardelli.com/gifts/all-gifts/business-gifts>

Give Your Staff a Sweet Surprise

Make your staff's day with and say thank you with chocolate! Order today!

Search Query:

“staff gifts”

Ad · <https://www.ghirardelli.com/gifts/all-gifts/business-gifts>

Staff Appreciation Made Simple

Make saying thank you a little bit sweeter with chocolate! Order our chocolate gifts to show your staff your appreciation.

Search Query:

“easy staff appreciation gift”

Quality Score

The minimum Quality Score target with these ads is an **8**.

An ad's Quality Score is determined by 3 things:

- **Expected Clickthrough Rate:** Prediction of how often an ad will be clicked on when it's shown
- **Ad Landing Page Experience:** How relevant the landing page that the ad takes the user to is
- **Ad Relevance:** How well an ad matches what the user is searching for

Responsive Search Ads

Responsive search ads will be utilized throughout this campaign. When creating responsive search ads, multiple headlines and descriptions are entered. Google tests combinations of these headlines and descriptions to determine which ones are most effective and perform best. They place the best performing ads in front of the right consumers, maximizing efficiency of ads.

AI-Powered Creative

Utilizing AI-powered creative within this campaign will allow Ghirardelli to reach an audience looking for their product when they need it most. Google AI understands nuances in the human language and matches advertisers' offers to user searches.

Implementing AI-Powered Creative will allow Ghirardelli to personalize their ads to the user, and match the ad with the right person.

■ Campaign Budget

The campaign budget is **\$37,000**. This will be spread evenly throughout the course of the campaign. The campaign will run from November 1st to January 31st for 92 days. The daily budget spend will be \$400.

■ Bid Strategy

For this campaign, Ghirardelli will use Smart Bidding strategy of **maximizing conversions**. This will allow Ghirardelli to get as many conversions as possible within a fixed budget.

With Google AI and Smart Bidding in this campaign, placing the right ad in front of the right person at the right time will allow Ghirardelli to maximize their budget and marketing efforts.



Your plan can get **316 conversions** for **\$37K** with a **\$400** average daily budget [Ⓜ]

Conversion rate : 1.50%, Value per conversion : \$150

Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained

[Edit](#) [Learn more](#)

Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR	Avg. CPC
316	\$120	\$47K	1.3	21K	368K	\$37K	5.7%	\$1.75

The primary Google Search Ads goal is to increase sales. A projected CTR of 5.7% at an average cost-per-click (CPC) of \$1.75 should generate 368,000 impressions and 21,000 clicks to the site.

Proposed Success Metrics & ROAS

The reach for this campaign is 368,000. A proposed CTR of 5.7% results in 21,000 clicks to site. The campaign has an expected conversion rate of 1.5%, resulting in 316 conversions. With a conversion value of \$150, the expected revenue will be \$47,400. This gives the campaign an **ROAS of 1.28:1**.



Campaign Recommendation

It is recommended that Ghirardelli implement this campaign immediately. The campaign aligns directly with the marketing objective of increasing sales of business gifts.

The combination of AI-Powered Creative, Smart Bidding, and Responsive Search ads will allow Ghirardelli to maximize their marketing efforts, placing their ads in front of the right person at the right time, and allowing them to simultaneously maximize their daily budget.





Part 3
Meta Investment
Strategy

META INTROUDCTION

Meta will also be utilized in the “Back to School, Back to Business” campaign. Meta includes Facebook and Instagram.

Meta will be used to **retarget** consumers. Google Search Ads to drive users to the website; therefore, Meta will be utilized to retarget people who came to Ghirardelli’s website and did not complete a purchase.

OBJECTIVE

The objective of this campaign will be **conversions**. By retargeting those who did not complete a purchase, the end goal will be to get them to convert.

AUDIENCE

This campaign will utilize a **custom audience**. The custom audience will be composed of those who visited the business gifts page but did not complete a purchase.



Placements

For this campaign, advertisements will be placed on Facebook, Instagram and Audience Network,

Both Instagram and Facebook will be utilized to target our audiences because they are primary users of these applications. Businessmen, stay-at-home moms, and PTA parents all utilize both of these applications frequently.

Audience Network will be utilized to ensure our ads are being shown, even when users are not on Meta applications.

Ad Formats

Two Ad Formats will be used:


1. Carousel
2. Single Image

Carousel ads will allow viewers to scroll through different business gift options.

Single-image ads will be utilized to highlight special business gifts and will occasionally include coupon codes in the caption as a part of retargeting efforts.

SAMPLE ADS

Instagram



ghirardelli ✓

Shop Now >

Who doesn't love a chocolate rainbow?!

Brighten someone's day with our Business Gifts, perfect for showing tasty, special appreciation during Back to School season!

Use Code **CHOCRAINBOW** for 15% off of business gifts today only! 🍫🍫🍫🍫🍫🍫

Facebook



Ghirardelli Chocolate Company

Sponsored

Like Page

Show extra appreciation for your employees this giving season! Give the gift of chocolate!



Back to School, Back to Business!

Spread the love with chocolate! Explore our different business gift options.

[Shop Now](#)

20

562 Comments 311 Shares

Like

Comment

Share

BUDGET & BID STRATEGY

BUDGET

The budget for this campaign is **\$42,000**.

BID STRATEGY

With this budget, a bid strategy of **highest value**. This will allow Ghirardelli to spend the entire budget while maximizing the amount of value that is received from the purchase. This is an automated bid strategy that optimizes purchase value.

With a budget of \$42,000. CPM of \$8.75 and a click-through to site of 1.5%, a conversion rate of 1.5%, and a conversion value of \$150 Ghirardelli can expect the following:

- 4,800,000 impressions
- **72,000 website visitors**
- 1,080 complete the objective
 - Value of \$162,000
- **Expected return (ROAS) of 3.86:1**

Bid and Ad Optimization

BID OPTIMIZATION

The bid strategy will be **highest volume with optimization**. By adding optimization, Meta will automatically maximize the budget and bid strategy.

AD OPTIMIZATION

The advertisements that are placed on Facebook, Instagram, and Audience Network will also be selected for optimization. With this, Meta will place the right ad in front of the right person at the right time.




Campaign Recommendation

It is recommended that Ghirardelli implement this Meta campaign immediately. The campaign includes a custom audience, with advertisement placements on Facebook, Instagram, and Audience Network to retarget consumers who visited Ghirardelli's business gifts but did not complete a purchase.

This campaign has an end goal of purchase completion and increasing conversions. Overall, the implementation of this campaign is necessary to complete the overall campaign goal of increasing sales of Ghirardelli business gifts.



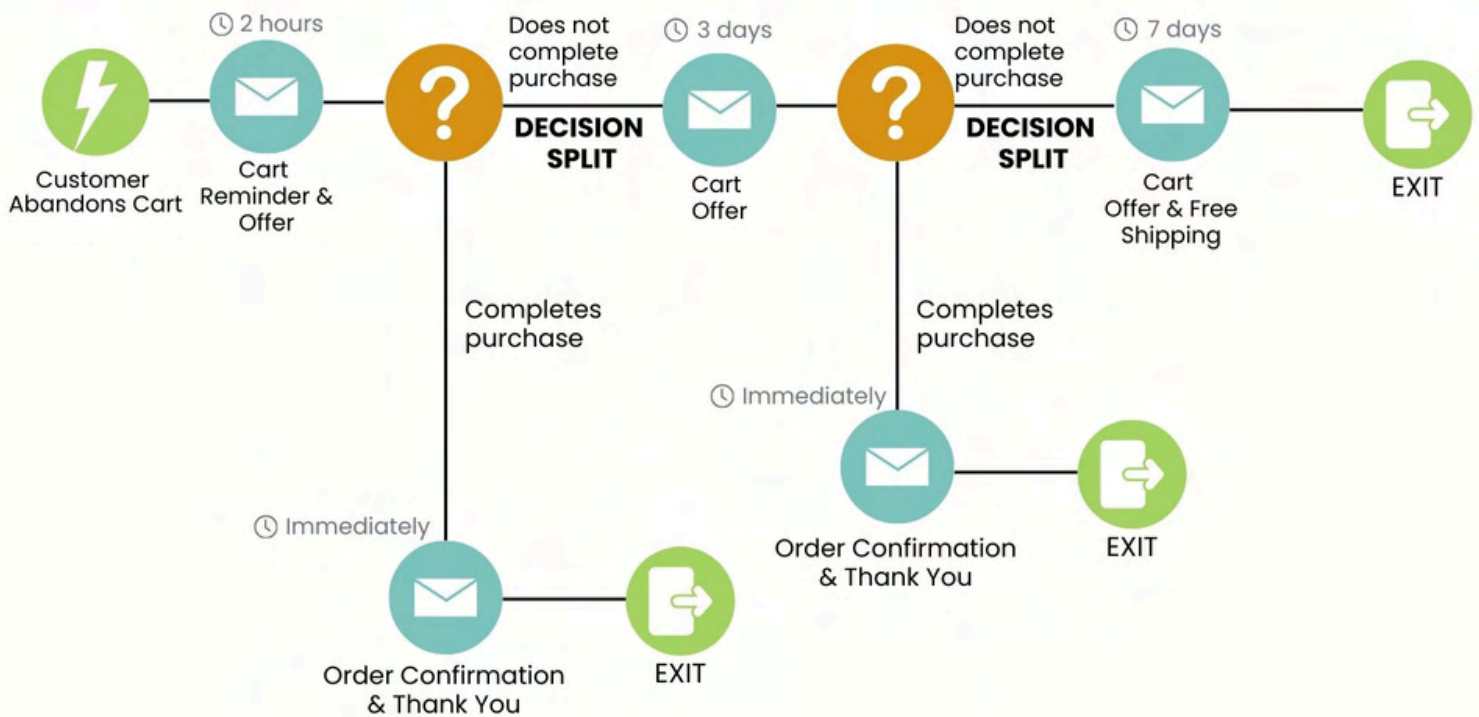


Part 4
Salesforce Email
Strategy

SALESFORCE INTRODUCTION

Salesforce will also be utilized in this campaign as an email and CRM Platform. The major goal of this portion of the campaign will be to reduce the number of abandoned carts, overall increasing sales of business gifts.

The Customer Journey





The goal of email in this campaign will be to **retarget consumers** who visited the Ghirardelli website but did not complete their purchase. Customers will be retargeted with an email containing a personalized coupon code, redeemable for 15% off of their purchase.

Emails will also be sent to welcome customers to users once they subscribe and to follow-up on purchases. However, the main focus will be retargeting.

What makes a good email?

A good email starts with a good, strong subject line. A good email is also clear where it is coming from. Additionally, good emails are clear, concise, and personalized. While reading an email, the reader should be able to clearly identify the action that the email wants them to take.

Dynamic & Automated Content

The emails from this campaign will be addressed to the recipient to add personalization to the emails. Additionally, the coupon code contained inside the email will be different each email to convey the uniqueness of the code.

Automated Cadence

Emails in this campaign will be sent three times. The first email will be sent **two hours** after the cart is abandoned.

If the customer still does not take action after the initial email, another email will be sent **72 hours** after the initial abandonment. Finally, the final email will be sent **one week** after abandonment and will contain the 15% off coupon code and an offer for free shipping.



SAMPLE EMAIL



Ghirardelli

Kaitlyn, you left something scrumptious in your cart!

To: Kaitlyn Lauria

Inbox - Google November 27, 2023 at 4:34 PM

Kaitlyn, you've got great taste!
Don't let it go to waste! You're eligible for 15% off.

**USE MY
CODE NOW**



Kaitlyn, there's tasty treats in your cart!

take **15% OFF**

DON'T LET THIS OFFER MELT AWAY!
use code **IRW-HQ9K1F5T** at checkout

CHECK OUT NOW

CONNECT WITH US!



[Unsubscribe](#) [Privacy Policy](#) [Contact Us](#) [View in Browser](#)

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CustomerService@ghirardelli.com

BEHAVIORAL TRIGGERS

This portion of the campaign will use triggered automation. These are based on behavior or status. For the campaign, an abandoned cart will be the trigger.

Once customers abandon their cart, they will be sent a follow-up email two hours after abandonment with a personalized coupon code, which can be redeemed for 15% off of their purchase.



Budget & KPIs

BUDGET

The monthly budget for this campaign would be \$7,200 per month. The work is priced at \$150/hour, with 3 hours a day, 4 days a week, and 4 weeks a month. This will be followed throughout the entire campaign length of 3 months, for a total of **\$21,600**.

This work includes email creation, data mining, and campaign monitoring.

KEY PERFORMANCE INDICATORS

The KPIs for this campaign will be:

- Click-through-rate (CTR)
- Click-to-open rate
- Bounce rate
- Unsubscribe rate
- Purchases
- Coupon Usage

All of these KPIs are important measures that will communicate whether the emails are being received, clicked on, and purchases are being completed.

Conclusion

The “Back to School, Back to Business” is a digital marketing-based campaign with the ultimate goal of increasing the sale of business gifts. This campaign will use four different platforms to complete this goal.

1. Google Analytics
2. Google Ads Search
3. Meta
4. Salesforce

These platforms will be used together to help Ghirardelli reach the target audience across social media platforms in order to drive people to their website and increase sales.

It is recommended that Ghirardelli implement this campaign immediately.

