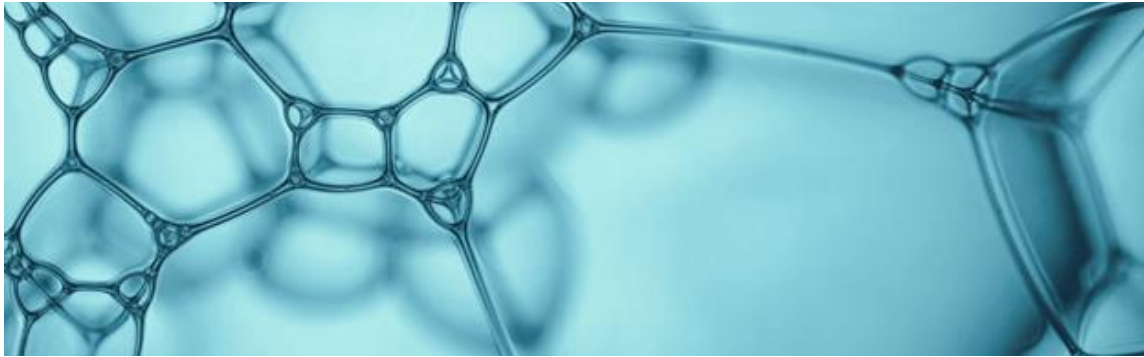




PPC Campaign Pitch for Puttshack

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September 15, 2024

Abstract

This proposal presents a targeted pay-per-click (PPC) campaign strategy for [Puttshack](#) to increase website traffic, online bookings, and brand awareness. The strategy focuses on leveraging high-performing keywords and geo-targeting techniques on Google Ads. The projected budget, timeframe, and expected return on investment (ROI) are discussed, with the aim of demonstrating how this campaign will deliver measurable results for Puttshack.

Introduction

Puttshack is redefining the mini-golf experience with its tech-driven, upscale approach, making it a unique player in the competitive landscape of entertainment venues. With competitors like Topgolf and Popstroke growing in market presence, Puttshack needs a robust strategy to capture more market share and drive new customers to their locations.

To achieve this, I am proposing a PPC campaign designed to increase online traffic, boost event bookings, and enhance brand awareness. This campaign will focus on specific keywords and geo-targeting tactics that align with Puttshack's primary business goals.

Objective and Client Needs

For Puttshack, the key performance indicators (KPIs) revolve around three main objectives:

1. Leads: Increase website visits by at least 25% over three months.
2. Sales: Boost online bookings for events and gift card purchases by 15%.
3. Brand Awareness: Enhance visibility in local markets and drive foot traffic to locations.

Given Puttshack's business model, these objectives are critical for maintaining a competitive edge and expanding customer reach.

Proposed PPC Tactics

To achieve these goals, I propose a PPC strategy that focuses on Google Ads. Here is the breakdown:

Platform and Keywords

Keyword	Search Volume
mini golf near me	4000
fun group activities	2700
best mini golf	1800
Puttshack	1200
Puttshack Atlanta	800
Puttshack gift card	500

“Top Keywords for Puttshack PPC Campaign.”

We will leverage Google Ads to target both broad and specific keywords identified through tools like SpyFu and Google's Keyword Planner. Top-performing keywords include:

- High-Volume Keywords: "mini golf near me," "fun group activities," "best mini golf."
- Brand-Specific Keywords: "Puttshack," "Puttshack Atlanta," "Puttshack gift card."

These keywords were chosen based on their search volume and relevance to Puttshack's offerings. By focusing on these terms, we can attract users actively searching for activities or events that Puttshack provides.

Ad Copy Strategy

Our ad copy will be designed to capture attention and encourage clicks by highlighting unique selling points. Examples include:

- "Experience Tech-Infused Mini Golf in Atlanta – Book Now!"
- "Perfect for Birthdays, Corporate Events, and More – Visit Puttshack Today!"
- "Gift Cards Available! The Perfect Present for Any Occasion."

The aim is to differentiate Puttshack from generic mini-golf options by emphasizing its upscale, tech-driven experience.

Targeting Strategy

Geo-targeting will be essential to this campaign. We will focus on areas surrounding existing Puttshack locations to maximize local engagement. Additionally, remarketing tactics will be employed to re-engage visitors who previously interacted with the website but did not complete a booking or purchase.

Based on the PageSpeed Insights and Website Grader reports, there are several areas for improvement to optimize Puttshack's website performance:

- Reduce Largest Contentful Paint (LCP) and Total Blocking Time (TBT) to improve page load speed.
- Compress images and optimize scripts to decrease page size from 41 MB to below the recommended 3 MB.
- Implement best practices such as minifying JavaScript, optimizing CSS, and leveraging browser caching.

These improvements will enhance user experience, reduce bounce rates, and potentially lower CPC costs.

Budget and Timeframe

Category	Percentage
High-Volume Keywords	60%
Brand-Specific Keywords	30%
Remarketing	10%

“PPC Budget Allocation.”

The proposed campaign will run for three months, starting with an initial monthly budget of \$3,000. Here is how the budget will be allocated:

- 60% toward high-performing, high-volume keywords.
- 30% toward brand-specific keywords.
- 10% reserved for remarketing efforts.

Additional Costs:

- Startup Cost: \$500 for initial keyword research, ad creation, and A/B testing.
- Management Fee: \$500 per month for ongoing optimization and reporting.

Total Estimated Cost: \$11,000 over three months.

Expected Results and ROI

Based on SpyFu data, we estimate:

- A 20% increase in conversion rates within the first month.
- An average cost-per-click (CPC) of \$1.50, with approximately 1,500 clicks per month.
- At a conservative 2% conversion rate, we expect 30 conversions per month, with an average transaction value of \$100, resulting in \$3,000 in monthly revenue.

Over the course of three months, with continuous optimization, we aim to double the conversion rate to 4%, achieving a total projected revenue of \$18,000. This yields an ROI of approximately 63%.

Conclusion

The proposed PPC campaign is strategically aligned with Puttshack's goals to increase online traffic, drive more bookings, and build brand awareness in key local markets. By focusing on high-performing keywords and optimizing ad copy, the campaign will deliver measurable results and a significant return on investment. With a calculated approach to budget allocation and targeting, this campaign is designed to maximize Puttshack's reach and profitability.

References

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