



# Angela Lensch Gallery

**Presented by**



Benjamin Bailey, Hailey Fowlkes, Terri Hargrave-Bradley, Alexis Ricks, Jenny Cichowski, Jennifer Pember



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Who We Are



## WE GUIDE YOU FORWARD

We are your fully comprehensive digital marketing partner, offering creative solutions to propel your business forward. We are ready and willing to meet you where you are and help you identify the best path to your desired destination.

**We are a fun, dedicated group of innovative thinkers,** to ensure our customers' success in their chosen terrain. Delivering high quality, reliable solutions is how we have become a trusted agency worldwide.

[Visit Us](#)

Welcome to Six Steps Forward

## We are a Digital Marketing Agency that Guides you Forward.

We are a fully integrated digital marketing firm guiding you to create meaningful experiences for your customers. We help your brand develop a cohesive strategy to let people know who YOU are.

Let's Talk

## What Can We Do For You?

The Six Steps Forward Digital Marketing team offers a series of service options that can help your business, no matter where you are on your digital marketing journey.

Are you just starting up and looking to build your brand? We have a solution for you.

View All Services

Are you a seasoned business looking for new creative ideas? We have a solution for you.

Are you a well-seasoned company looking for digital marketing support? You guessed it, we have a solution for you!

We offer solutions to propel your business forward along your digital marketing journey.

## SIX PILLARS TO MOVE YOU FORWARD

We stand behind these 6 pillars to build your success in the digital terrain

- 1 PEOPLE**  
Customers are looking to you to solve a problem. We will help you develop content crafted to provide them the perfect solutions.
- 2 INSPIRE**  
We will help you build relevant, appealing content to engage your customers and make them want to choose you.
- 3 EDUCATE**  
We get to know about your expertise in your field and will help you prove your relevance to your customers.
- 4 POSITION**  
Knowing where your potential customers hang out helps you target your campaign. We will help you find where your customers spend their most time.
- 5 SUPPORT**  
It costs more to attract customers than to retain them. We will help you put together a strategy to provide the proper support for your customers.
- 6 BROADEN**  
Satisfied customers are willing to share their experiences with their friends and family. We will help you leverage these experiences and grow your customer base.

## What are people saying?



The Six Steps Forward team is an extremely creative inspiration. They open doors in the digital space.

-Tara Dilley



Now that Six Steps Forward is on our team, we can focus our attention on other aspects of our business.

-Stewart Pearson

[Back To Top](#)

Are you ready to team up? Contact us today!

Let's Talk

**S · i · X**  
STEPS FORWARD



**Benjamin**  
**Project Manager**



**Hailey**  
**SEO Manager**



**Terri**  
**Analytics Manager**



**Alexis**  
**Social Media Manager**



**Jenny**  
**Content Manager**



**Jennifer**  
**UX/UI Design Manager**

*K*

*Current State*



**Location:** Egg Harbor in Door County, WI

- Seasonal business with a focus on tourism
- Destination/second homeowner location
- Median age: 53
- Average income: \$61,765

Campaign focus: Wind Sculptures and Jewelry for optimal income

- **Wind Sculptures (Avg. Price: \$995):**

- Prepped in the off-season and assembled in spring season
- Takes 2 to 6 days to complete one sculpture

- **Jewelry (Avg. Price: \$100):**

- Collection (about 15 pieces)
- Does not generally hold inventory





# SWOT Analysis



# Strengths

- Subject matter expert
- Valuable insight, beautifully written content, and exceptional storytelling
- Compelling imagery
- Content suited for video
- Established relationships with local business websites



# Weaknesses

- Limited time and resources
- Unorganized site layout and content usage
- Low inventory of all posted items
- No presence of sculptures on shopify site
- Small following on Instagram due to loss of account



# Opportunities

- Reorganize website
- Create landing page to grow email list
- FAQ page to compile important information
- Respond to comments on review sites
- Leverage *#doorcountywisconsin* connects to the town's tourism
- Brand specific hashtag (ex. *#myALGoriginal*)



# Threats

- Potential for loss of accounts
- Bigger competitors with lower price points
- Changes in algorithm



# Competitive Analysis



discovered.



## Strengths

- Customer-centric design and messaging
- Useful and relevant content
- Offer custom sculptures
- Intuitive navigation
- Good customer reviews
- Good use of visuals

## Weaknesses

- Can only purchase by contacting owner
- Does not list payment options on site
- Large file sizes causes slow page load time
- Active plug-ins loading unused CSS to page



## Strengths

- Lower price point
- Easy to follow website design
- Clear shipping information

## Weaknesses

- Inadequate use of keywords
- Website is not mobile friendly
- Low Domain Authority
- Do not utilize storytelling

# Etsy

## Strengths

- Positioned as handmade leader
- Large marketing budget
- Organic growth due to independent contractors
- Seller audiences lead to company growth

## Weaknesses

- Limited control over posted content
- Quality isn't guaranteed
- No storytelling

# discovered.

## Strengths

- Utilizes SEO best practices
- Great google reviews
- Empowered mission
- Mobile Friendly site
- Utilize blog to feature artists back stories

## Weaknesses

- Lack of connection between jewelry landing page and the story their art tells
- Low domain authority
- Slow page speed





Buyer Personas

# Tava Watson



## Background

**EDUCATION:** Masters Degree in Psychology with a concentration in Art Therapy  
**OCCUPATION:** Art Therapist and Mom.

*Tava has traveled to Door County with her family since she was a young girl. She continues this tradition and travels there every summer for their family vacation.*

## Demographics

**AGE:** 35  
**GENDER:** Female  
**LOCATION:** Chicago, Illinois  
**INCOME:** \$65,000/year  
**MARITAL STATUS:** Married  
**FAMILY:** Young child under the age of 5

## Technology/Social Media

- Facebook, Instagram, LinkedIn
- Email, Text Message
- Blogs, White Pages, Case Studies

## Hobbies

- Spending time with her family
- Being outdoors on the water
- Gardening
- Site-seeing

## What can we do?

*...to help our persona achieve their goals? ...to help our persona overcome their challenges?*

- Share the process/story as part of the item descriptions. How much time was involved? Is there an anecdote about how you learned a technique?
- Share some inspirations for designs. Anything that makes an item more meaningful will create value and desire.

## Goals

- *Tava enjoys and respects the quality and time that goes into creating one-of-kind pieces. She likes to buy art of all kinds from her travels. She enjoys a rustic, bohemian vibe.*

## Challenges

*She enjoys producing art of her own but finds that she does not have the time with a full-time job and a young child. To fulfill this need, she seeks creativity in others' work.*

# Tava Watson: Conversion Path



Tava is an art enthusiast that enjoys the art and culture of the areas she visits. She is searching for art galleries for her upcoming trip.



# Mary Schwartz



## Background

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**EDUCATION:** Masters Degree in Education

**OCCUPATION:** Retired. Volunteers with local a non-profit to raise money for childhood illness.

*Mary and her husband own a second home in Egg Harbor and they visit regularly with their adult children.*

## Demographics

---

**AGE:** 65  
**GENDER:** Female  
**LOCATION:** Madison, WI  
**HOUSEHOLD INCOME:** \$120,000/year  
**MARITAL STATUS:** Married  
**FAMILY:** Empty nester

## Technology/Social Media

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- Mary does not spend a great deal of time online, but does have a Facebook account to keep up with college friends and Instagram to see photos of her grandchildren.
- Email, Text.

## Hobbies

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- Spending time with her family
- Being outdoors on the water
- Gardening
- Site-seeing

## What can we do?

*...to help our persona achieve their goals? ...to help our persona overcome their challenges?*

---

- Highlight the custom aspects of each piece and the artist's talent.
- Feature gardenscapes with outdoor pieces to show they are more than just visually appealing; they can help create a relaxing space.
- The website states that the sculptures will continue to turn with a full load of snow. Share short videos & photos during the winter season.

## Goals

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- Loves to find one-of-kind pieces.
- Looking for outdoor pieces to decorate her garden.

## Challenges

---

*The growing season in Wisconsin is only 5 months long and she wonders if spending too much on lawn decor is worth the investment.*

# Mary Schwartz: Conversion Path



Mary is sprucing up the garden at her Egg Harbor home and looking for the right piece to help beautify the space.



Mary sees a banner for a garden event as she drives past the gallery.

Mary does a Google search for "Gallery in Egg Harbor, Wisconsin" and is served an ad for a Garden Event at Angela Lensch Gallery.

She can't attend the event, but notices there's a link to sign up for a monthly newsletter to stay up to date with events at the gallery.

Mary clicks the link and signs up for the ALG Newsletter.

She receives an email from Angela Lensch Gallery thanking her for her subscription and is reminded of the beautiful sculptures she came across in her search.

Mary decides to drive to the gallery where she finds the perfect piece for her outdoor space.

# Roy Vogel



## Background

**EDUCATION:** Fire and Medic Training through the city

**OCCUPATION:** Firefighter and Little League Baseball Coach

*Roy lives in Green Bay, WI and grew up in Door County, WI. He visits the area frequently to visit family and old friends.*

## Demographics

**AGE:** 45

**GENDER:** Male

**LOCATION:** Green Bay, WI

**HOUSEHOLD INCOME:** \$150,000/year

**MARITAL STATUS:** Married

**FAMILY:** Elementary school aged child

## Technology/Social Media

- Facebook, Instagram
- Text Message
- Sports Videos for coaching

## Hobbies

- Hunting & Fishing
- Watch football and baseball

## What can we do?

*...to help our persona achieve their goals? ...to help our persona overcome their challenges?*

- Use clear CTAs in communication that lead to the online shop.
- Run campaigns around typical gift-giving times to bring the brand to the forefront.
- Highlight aspects of the items that explain the price-points and make them desirable.

## Goals

- *Primary goal to buy jewelry for his wife. Roy's wife enjoys one-of-a-kind jewelry and tends to get a new piece every time they travel.*

## Challenges

*The major roadblocks are price and desire to keep up with the brand, especially if not a gift-giving time of year.*

# Roy Vogel: Conversion Path



Roy is looking to buy a piece of Jewelry for his wife on their next trip to Egg Harbor, Wisconsin.

## Step 1

Roy does a Google search for "unique jewelry" in Door County, Wisconsin.

## Step 2

He has a conversation with his wife about the numerous outlets that sell unique, handmade jewelry.

## Step 3

While on Facebook, Roy is served a local ad for Angela Lensch Gallery promoting the latest collection.

## Step 4

The family travels to Egg Harbor for their annual vacation and visit Angela Lensch Gallery.

## Step 5

At point of purchase, Roy's wife sees a QR code to sign-up for a monthly newsletter.

## Step 6

Wife receives welcome newsletter with discount and now becomes a repeat customer for Angela Lensch Gallery.



Smart Goals



# SMART Goals

1. Increase overall **brand awareness** through the growth of **Facebook and Instagram** followers by 20% over the next 3 months through regularly scheduled posts utilizing a content calendar.
2. Gain an additional 150 **newsletter sign-ups** over the next 3 months through usage of a specific **QR code, social post or directly through website.**
3. Increase online **jewelry sales** by 10% in the next 3 months through the usage of a **search ad campaign** focused on new collection launch.





SEO Strategy

# Target Keywords

- wind powered kinetic sculpture
- garden wind spinners
- copper wind spinner

## Example Landing Page



## Aesthetically Appealing, Unique, & Handmade Copper Wind Sculptures



[Click Here to Shop!](#)



## Aesthetically Appealing, Unique, & Handmade Copper Wind Sculptures



[Click Here to Shop!](#)

Every sculpture is shaped and assembled by hand, using the highest quality copper. Built to last for decades without maintenance, they will provide a graceful, peaceful motion to any garden.

Our copper wind sculptures move with the slightest breeze and offer a beautiful and peaceful upgrade to any outdoor setting. The movement of the sculptures cast complex geometric shadows over your garden or yard. They are built to last year-round, and will even continue to turn through the snow.

The time, effort, and small details that go into making our wind sculptures are what make them unique. Each sculpture is hand cut, hand shaped, polished, and sealed for a beautiful finish. There is no oiling or maintenance needed on your part for upholding.

### What makes our sculptures unique:

- Handmade designs
- Maintenance free
- Can remain outside year-round
- Keep their final finish for 10-15 years
- Durable and lightweight making them travel with ease

Available in sizes small to extra large



Shipping options available

# Target Keywords

- women's gold filled jewelry
- 14k GF necklace
- gold filled jewelry


## Example Landing Page

### Hand Woven 14K Gold Filled Jewelry


**Every piece is one-of-a-kind and handmade.**

Each woven necklace contains a distinct style, collection of color and texture, as well as alchemical properties.

Angela takes precious metals and weaves them together with gemstones, pearls, crystal, wood, bone, shell and/or fair trade sari-wrapped beads, creating unique matrices of wearable art.



### 14k GF Wire Collections




**14kg Woven Wheel Pendant Design**

This woven style pendant is available in both earrings and necklaces. The can be stylized as a single wire pendant or customized with a gemstone, pearl or crystal dangle.

**Available in five sizes with lobster claw closure and signature tag:**

- Extra Large (30mm)
- Large (22mm)
- Medium (18mm)
- Small (15mm)
- Extra Small (12mm)



**14kg Woven Pearl Design**


Woven pearls are an orb of wire meticulously woven into a single pearl. Woven pearls are available in both necklaces and earrings\*.

**Available design options:**

- Single dangle
- Single dangle with gemstones, pearls or crystals
- Cluster pearls
- Pearls within being settings

**Necklaces:**

- Large (18mm)
- Medium (15mm)
- Small (12mm)
- Extra Small (10mm)



**14kg Woven Marquise Pendant Design**

This woven style pendant is available in both earrings and necklaces. They are typically designed without gemstones, pearls or crystals.

**Available in 6 sizes:**


- Extra Large (60 x 30mm)
- Large (44 x 22mm)
- Medium (38 x 19mm)
- Small (30 x 15mm)
- Extra Small (22 x 11mm)


**14 KG Woven Pendant Earrings\***

Available in 2 styles:

- Women Marquise
- Women Marquise at the center of Multiple Marquises

### Hand Woven 14K Gold Filled Jewelry






### Hand Woven 14K Gold Filled Jewelry


**Every piece is one-of-a-kind and handmade.**

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Available in 2 styles:

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### 14K GF Woven Necklaces



**Traditional Woven**

This style has a front and a back and a loop to fit your neck and the gems and wire work go around the way around the neck.


- 12" - 18 inches in overall length
- 10" - 16 to 18" in 100 - 100 beads
- Adjustable 16" - 18 inches with lobster claw closure
- Signature Tag



**Cluster Woven**

The cluster style is similar to the traditional style in that it has a front and a back, but it is generally more loaded with gemstones and beads and usually has a loop to wear.

- Can fit 200 beads in length
- 10" - 18" long
- In Gold Metal Chain
- Adjustable 16" - 18 inches with lobster claw closure
- Signature Tag



**Helix Rope Woven**

The gems and pearls go all the way around the necklace. The wire work is made of multiple strands of pearls or gemstones.

- In Gold Metal Chain
- Adjustable 16" - 18 inches with lobster claw closure
- Signature Tag

[Click Here to Shop Online](#)



Social Media Strategy



# Facebook

- Main social media outlet
- College-educated - ages 40 to 70
- These individuals appreciate and understand the work it takes to create artisan pieces.

# Instagram

- College educated professional - ages of 25 and 40
- Expand audience of young, married professionals that keep up with trends and are looking to fit a certain aesthetic.

# Pinterest

- Communities focused on DIY projects
- Pinterest will allow the expansion of current content to include topics related to the manufacture and design of jewelry and wind sculptures.

# Content Calendar

September 2022							KEY:
							Campaign
							Holiday
							Instagram
							Facebook
							Pinterest
							Event
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	Thursday 9/1	Friday 9/2	Saturday 9/3	
				Goodbye Summer - Acknowledge Season Change - What is your favorite fall craft?	Moving Sculpture Short Reel - link to store	End of Season Raffle - Post to win jewelry.	
					Moving Sculpture - Video showing recent finished product	End of Season Raffle AD	
				End of Season	End of Season	End of Season	
Sunday 9/4	Monday 9/5	Tuesday 9/6	Wednesday 09/07	Thursday 9/8	Friday 09/09	Saturday 9/10	
Garden Party with women wearing jewelry	<b>Labor Day</b>	End of Season Sale - 15% Off on Summer Collection Jewelry and small garden pieces	3 Garden Party Tips - 3 major tips ensuring you are the "hostess with the mostest" and throw the best party	TBT Sale - and extra 20% off all pieces more than two seasons old from 10am-12am	Copper Jewelry - Benefits of using copper in art pieces	Come See Us Event Post - Come Visit the Garden Gallery	
Garden Party show-casing wind	Holiday - Thank you to hardworking people						
How to build the perfect garden picnic lunch	Holiday - Thank you to hardworking people	End of Season Sale - 15% Off on Summer Collection Jewelry and small garden pieces		TBT Sale - and extra 20% off all pieces more than two seasons old from 10am-12am		Come See Us Event Post - Come Visit the Garden Gallery - AD	
End of Season	End of Season	End of Season	End of Season	End of Season	End of Season	End of Season	
Sunday 9/11	Monday 9/12	Tuesday 9/13	Wednesday 9/14	Thursday 9/15	Friday 9/16	Saturday 9/17	
Shop online - Special - 10% off online orders and Free Shipping	Guest Artist - Highlight Mosaic Artist	DIY Earrings	Raffle Reminder - Point to Facebook Post to Follow, Tag and Comment	Copper Jewelry - Blog Post on the Benefits of Copper Jewelry	Event Reminder - Announce other artists that will be there	Gallery Garden Event	
	Guest Artist - Live Look at Mosaci Exhibit		Raffle Reminder - What friends will you choose?		Event Reminder - Highlight Entertainment	Go live to show the people enjoying the event.	
End of Season	End of Season	End of Season	End of Season	End of Season	End of Season	End of Season	
Sunday 9/18	Monday 9/19	Tuesday 9/20	Wednesday 9/21	Thursday 9/22	Friday 9/23	Saturday 9/24	
Photos showing the event. Announce Next Year's Date	Event Reel	Copper Kinetic Wind Sculptures - Use Case	Raffle Winners	10% Off for Raffle Participants	Step by Step guide on how to create a basic necklace	Earring & Necklace Closeups	
			Raffle Winners	10% Off for Raffle Participants		Mommy and Me Matching Jewelry Collection	
End of Season	End of Season	End of Season	End of Season	End of Season	End of Season	End of Season	
Sunday 9/25	Monday 9/26	Tuesday 9/27	Wednesday 9/28	Thursday 9/29	Friday 9/30	Saturday 10/1	
Sunday Funday - post with kids playing in well designed garden	Fall Products Sneak Peak - Fall Jewelry Sneak Peak	Fall Prep Sneak Peak - Behind the Scenes footage of the prep process for wind sculpture	Jewelry Styling for Fall Outfits	Goodbye For now - Announce Close of the gallery for the season	Online order Available - Free Shipping Code		
			What would you like to see in 2023?	Goodbye For now - Announce Close of the gallery for the season	Studs vs. Dangly Earrings- Link to Store		
End of Season	End of Season	End of Season	End of Season		Online order Available - Free Shipping Code		

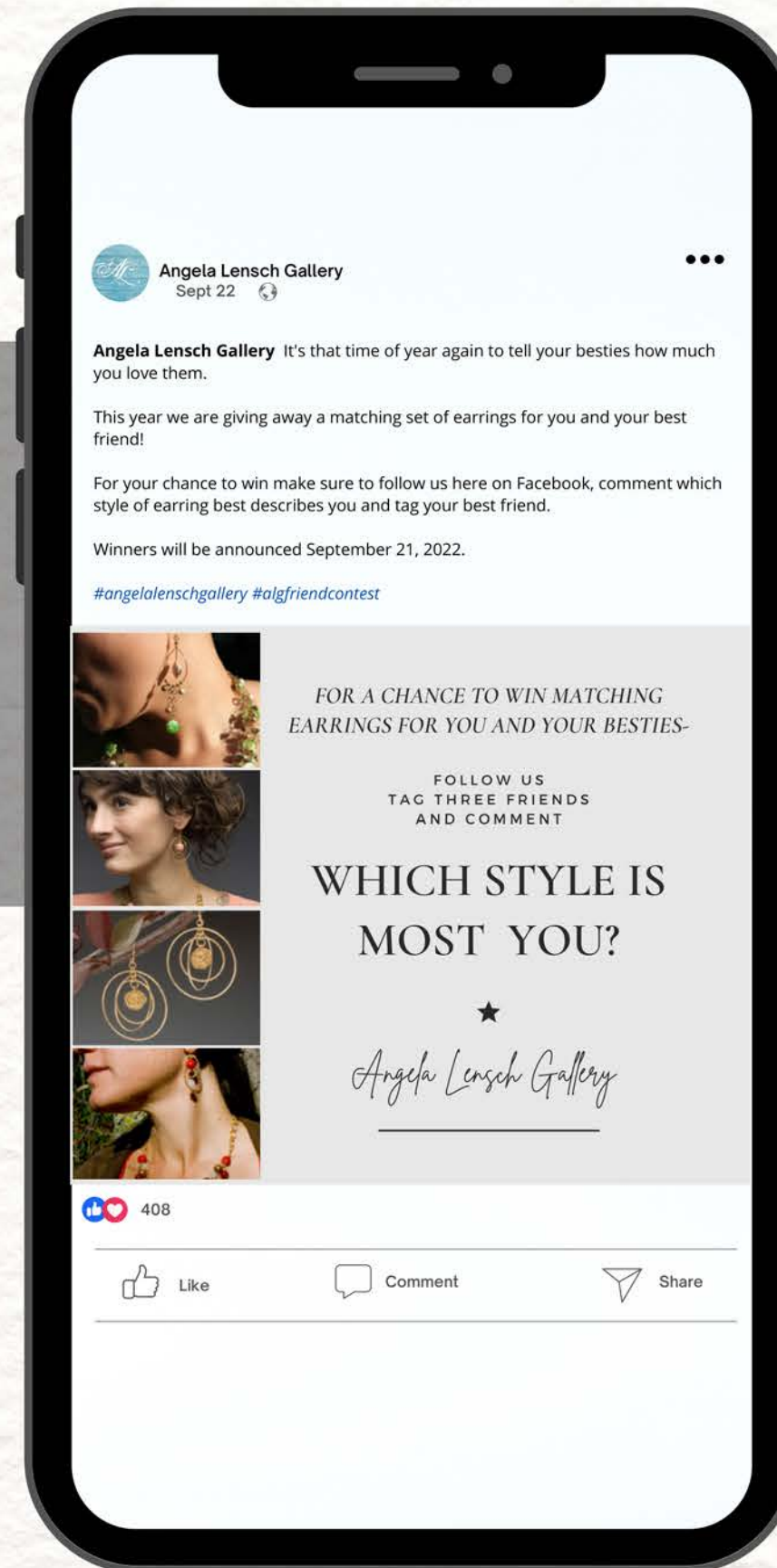
# Content Examples



*End of Season Raffle*

## Facebook Ad

Post to get audience to follow, tag a friend and comment for a chance to win earrings.



It's that time of year again to tell your besties how much you love them.

This year we are giving away a matching set of earrings for you and your best friend!

For your chance to win make sure to follow us here on Facebook, comment which style of earring best describes you and tag your best friend.

Winners will be announced September 21, 2022.

*#angelalenschgalleries #algfriendcontest*



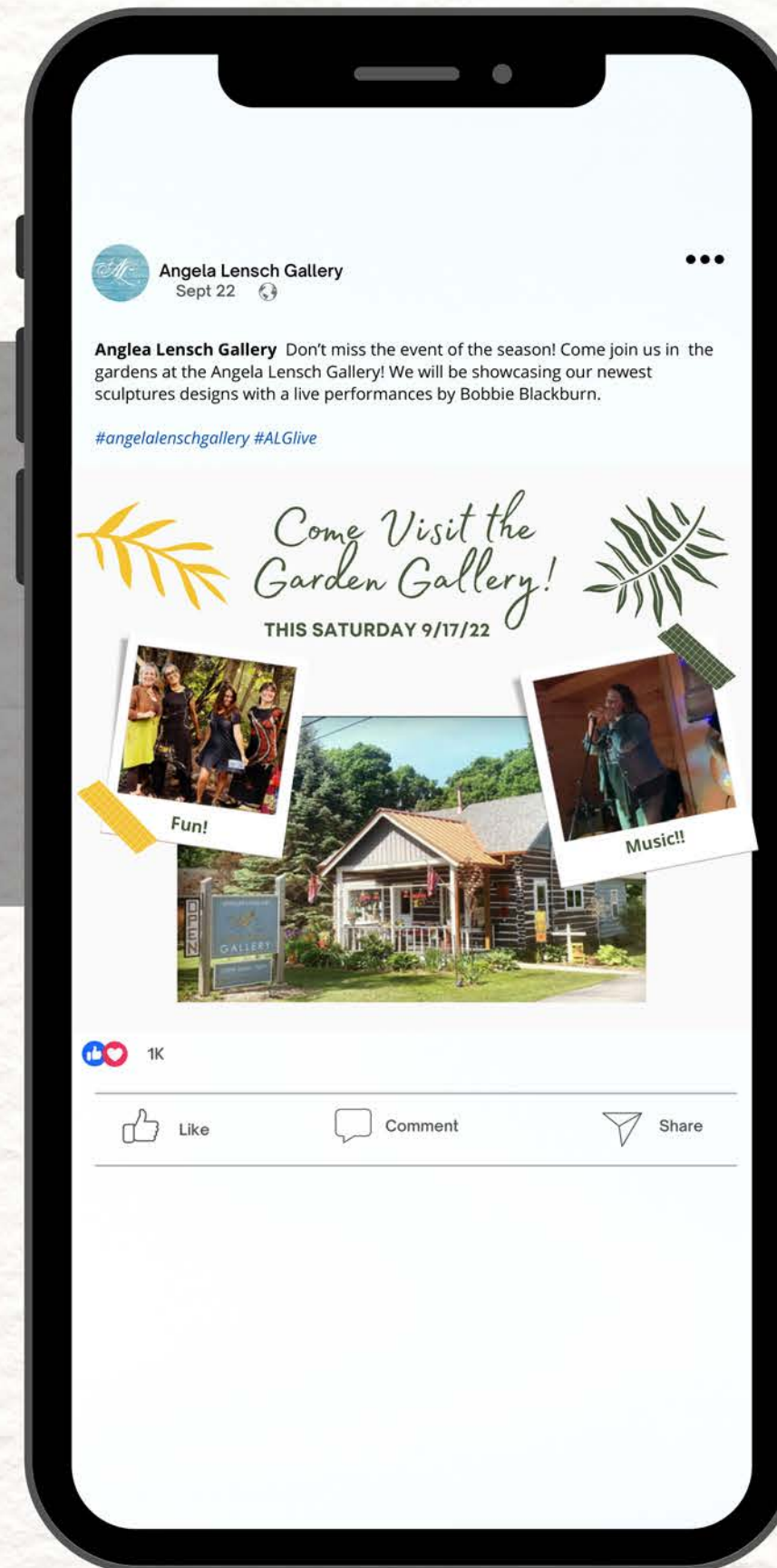
# Content Examples



*Garden Gallery Event*

## Facebook Ad

Promotion of an event at the gallery featuring a live performance.



Don't miss the event of the season! Come join us in the gardens at the Angela Lensch Gallery! We will be showcasing our newest sculpture designs with live performances by Bobbie Blackburn.

*#angelalenschgallery #ALGlive*

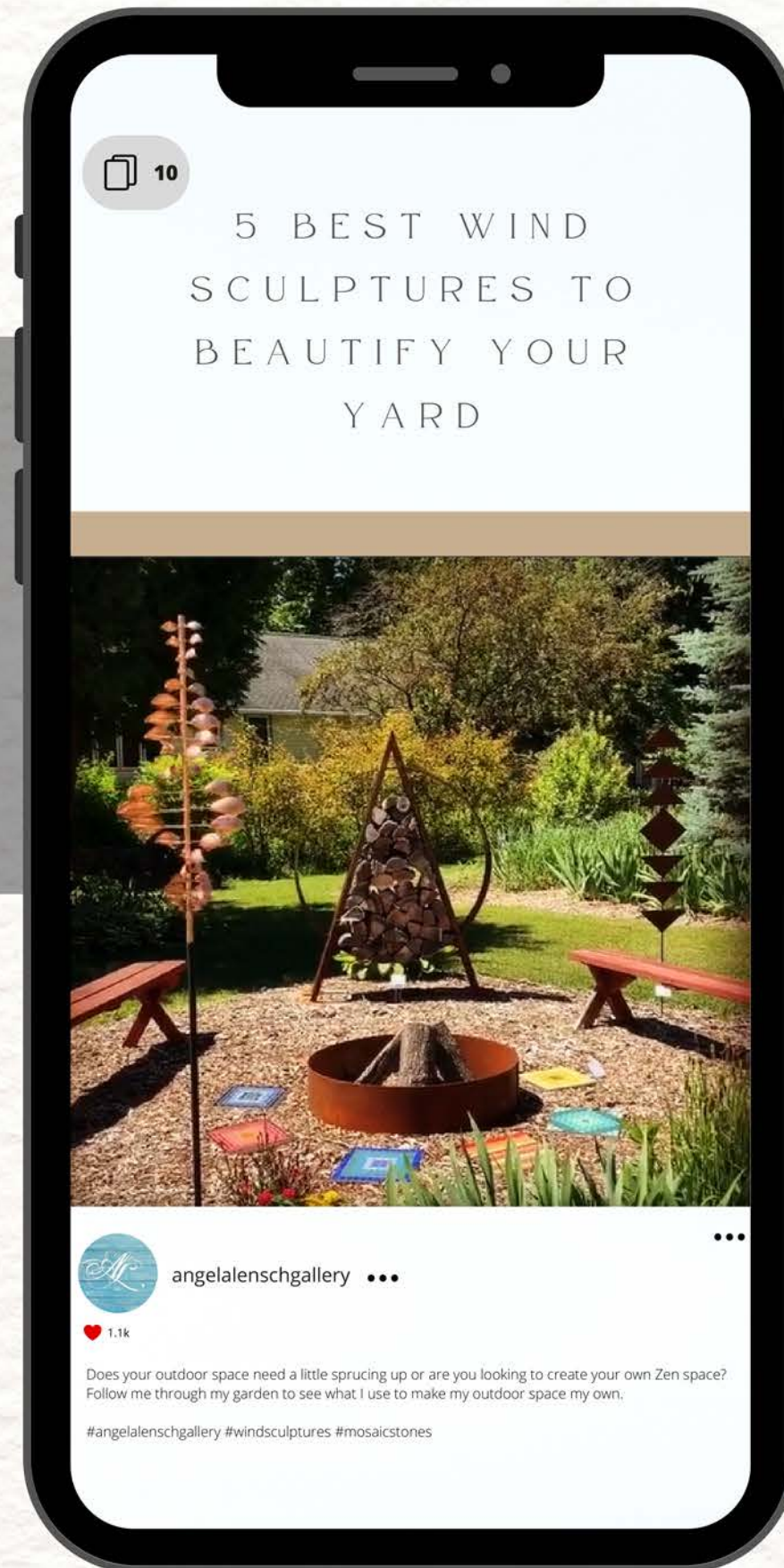
# Content Examples



*Copper Kinetic Wind Sculpture*

## **Pinterest Post**

Pictures of sculptures and mosaics from the Angela Lensch gallery linked to a blog that describes how to beautify your garden.



Does your outdoor space need a little sprucing up or are you looking to create your own Zen space?

Follow me through my garden to see how I bring my outdoor space to life.

*#angelalenschgallery #windsculptures #mosaicstones*

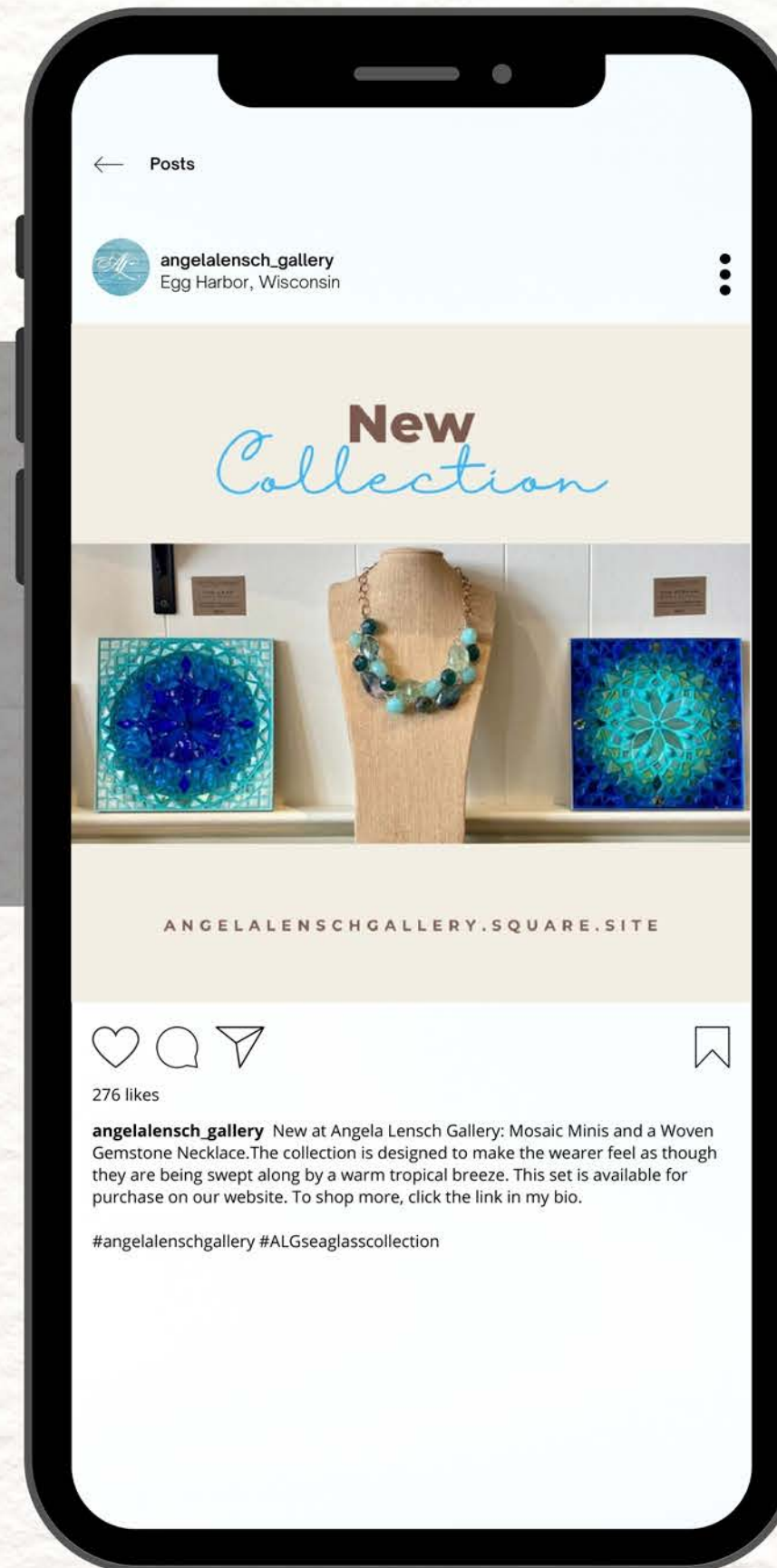
# Content Examples



*New Collection Announcement*

## Instagram Post

New collection announcement with a beautiful image of the collection.



New at Angela Lensch Gallery: Mosaic Minis and a Woven Gemstone Necklace. The collection is designed to make the wearer feel as though they are being swept along by a warm tropical breeze. This set is available for purchase on our website. To shop this collection and more, click the link in my bio.

*#angelalenschgallery #ALGseaglasscollection*



Email Strategy

# Newsletter Campaign

Monthly email newsletter contains:

- Calendar at a glance
- Specific event info/invite
- Artist/product highlights
- Featured customer photo, selected from social media accounts that use branded hashtag #myALGoriginal

Do you own an Angela Lensch original?  
We love to see customers enjoying their one-of-a-kind designs!  
Follow us on Instagram and tag your photos with  
**#myALGoriginal**  
for a chance to be featured in our newsletter!



Preview - Angela Lensch Gallery September Happenings!

MS Marketing Email Preview Send <noreply@hubspot.com>  
12:50 PM

To: pember.js@gmail.com

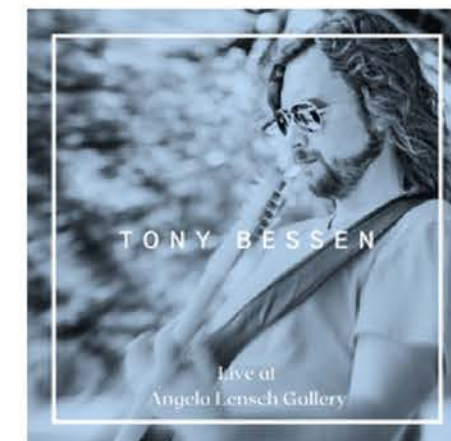


**Celebrate with Angela Lensch Gallery  
as we wrap up our 2022 Season**

**Summer's winding down,  
but the fun in Door County's not over yet!**

Join us for our end-of-season  
**Gallery Garden Event**  
on **Saturday, September 17,**  
featuring local fine artist, [insert  
artist name here], and live music  
from resident kinetic sculptor and  
musician, Tony Bessen.

Follow us on Facebook for  
Updates!



**New Jewelry Collection:  
Get a headstart on your  
holiday gift list!**  
Angela's beautiful collection of  
handmade jewelry inspired by the ALG  
Fall Garden. One-of-a-kind gifts your  
loved one is sure to enjoy.  
[Read more](#)



**Copper Kinetic Sculptures**  
Follow our resident artists as they  
begin the process of creating their  
amazing wind-powered kinetic  
sculptures! Get an inside look at the  
artistry and talent required to craft  
these amazing pieces, and find out  
how to bring one to your outdoor  
space!  
[Read more](#)

# Collection Announcement

Audience: Segmented list of jewelry purchasers

Email contains:

- Photos
- Description of collection
- How and where to purchase
- Links to follow on social media

MS

Marketing Email Preview Send <noreply@hubspot.com>

12:42 PM



To: pember.js@gmail.com

Angela Lensch Gallery Presents The

## Copper Collection

Inspired by our New Copper Wind Sculptures



All the beauty and graceful movement of our hand-shaped sculptures in a delicate, wearable form.

The finest copper, shaped and assembled by hand just like our renowned garden sculptures. The perfect gift for that special someone.

These pieces are also comprised of naturally hypo-allergenic, niobium ear wires, making them especially suited for customers with metal sensitivities.

[Shop the Collection](#)



ODU Digital Marketing, 5115 Hampton Blvd., Norfolk, VA 23529, USA

[Unsubscribe](#) [Manage preferences](#)



Search Ad Proposal

# Search Ad Proposal

- **Campaign:** Brand Awareness
- **Ad Groups:** STAG
  - Campaign 1: Jewelry
  - Campaign 2: Wind Sculptures
- **Goal:** Increase site traffic by 10% a month for the next 12 months
- **Budget:**
  - Recommend utilizing budget dollars to allow Google to optimize ads that are showing the best conversion.
    - **Phase 1:** Jewelry
    - **Phase 2:** Wind Sculptures



# Jewelry

- Target Keywords:
  - unique
  - handmade
- Broad audience
- All income levels

## Budget Range:

Ad spend	CPC	Clicks	Conversion rate	Orders	Avg. Order Value	Revenue
\$100	\$2.66	38	2.06%	1	\$100	\$77
\$200	\$2.66	75	2.06%	2	\$100	\$155
\$300	\$2.66	113	2.06%	2	\$100	\$232
\$400	\$2.66	150	2.06%	3	\$100	\$310
\$500	\$2.66	188	2.06%	4	\$100	\$387

Ad · angelalenschgallery.square.site/jewelry ▾ (920) 868-5088

Gorgeous, Unique Jewelry | Handcrafted by Angela Lensch | Woven Precious Metal Designs

4 ★★★★★ advertiser rating

Stunning, handmade jewelry pieces designed by local Egg Harbour, WI artist Angela Lensch. Her handwoven jewelry collection turns precious metals into wearable works of art.

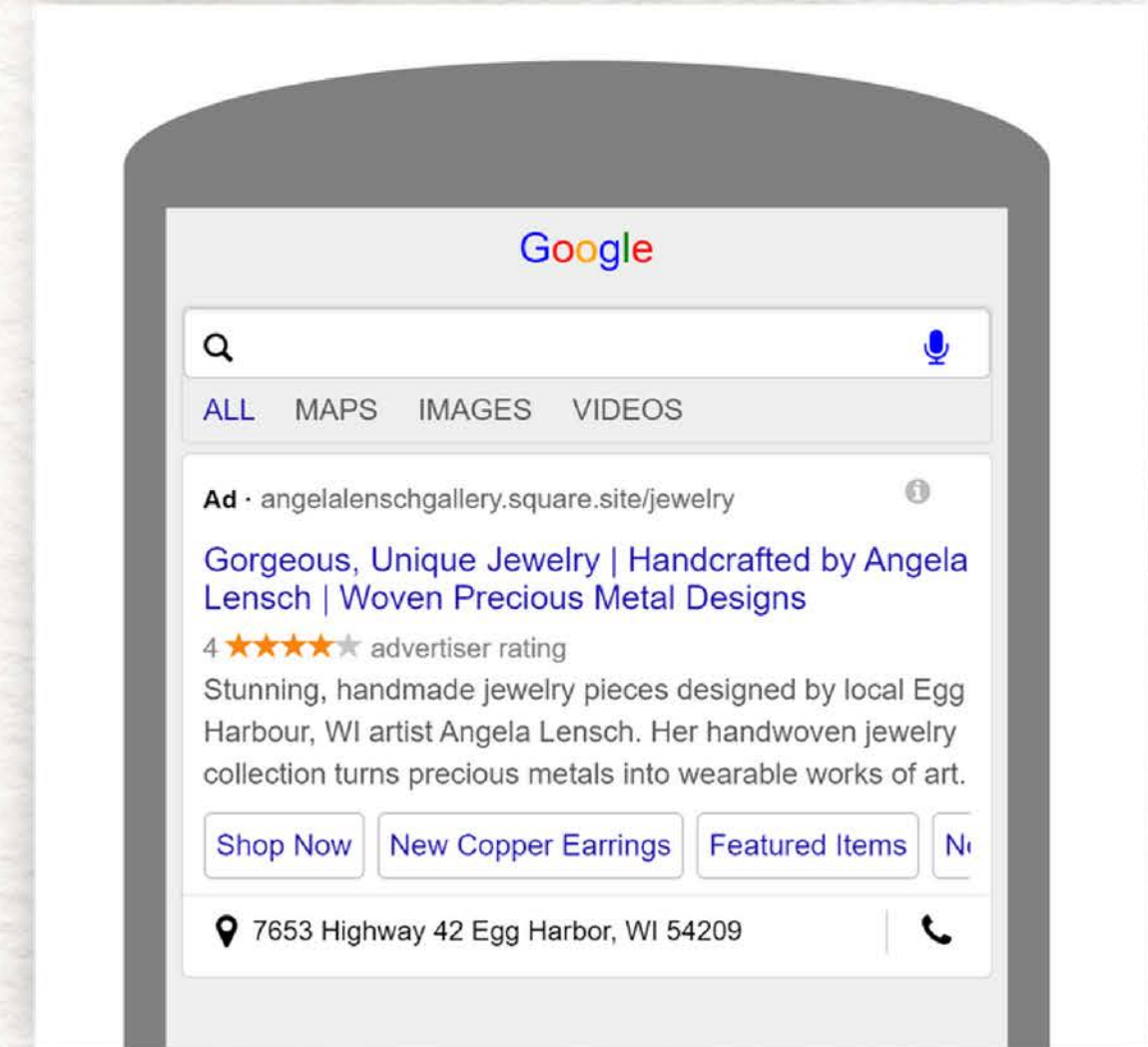
[Shop Now](#)

[New Copper Earrings](#)

[Featured Items](#)

[Newsletter Sign-Up](#)

📍 7653 Highway 42 Egg Harbor, WI 54209



# Wind Sculptures

- Target Keywords:
  - general descriptors
  - specific sculpture names
- Target Location: 50-100 miles
- Income Level: Top 10-20%

## Budget Range:

Ad spend	CPC	Clicks	Conversion rate	Orders	Avg. Order Value	Revenue
\$500	\$2.25	222	3.07%	7	\$995	\$6,788
\$1,000	\$2.25	444	3.07%	14	\$995	\$13,576
\$1,500	\$2.25	667	3.07%	20	\$995	\$20,364
\$2,000	\$2.25	889	3.07%	27	\$995	\$27,152
\$2,500	\$2.25	1,111	3.07%	34	\$995	\$33,941

Ad · aljewelry.wordpress.com/wind-sculptures ▾ (920) 868-5088

**Kinetic Copper Wind Sculptures | Crafted by Angela Lensch | Yard and Garden Accessories**

Angela Lensch Gallery boasts unique hand-shaped kinetic wind sculptures & garden decor. Exceptional kinetic sculptures bring movement and beauty to your outdoor space.

[Show Now](#)
[Sculpture Gallery](#)

[Contact Us](#)
[Newsletter Sign-Up](#)

📍 7653 State Highway 42 · Egg Harbor, WI 54209

The screenshot shows a mobile search interface with the Google logo at the top. Below the search bar, there are tabs for 'ALL', 'MAPS', 'IMAGES', and 'VIDEOS'. The search results include an advertisement for 'Kinetic Copper Wind Sculptures | Crafted by Angela Lensch | Yard and Garden Accessories'. The ad text is identical to the one in the top right. At the bottom of the ad, there is a location pin icon and the address '7653 State Highway 42 · Egg Harbor, WI 54209'.

# KPI's & Metrics

- **Facebook and Instagram**

- Followers
- Engagement

- **Email**

- Click Rate
- Open Rate

- **Search Ad**

- Click Through Rate
- Return on Investment Spend

# Summary

- **Overall Campaign**

- Includes goals for customers throughout the marketing funnel
- Emphasis on Brand Awareness

- **Challenges**

- Limited time to commit to marketing
- Limited marketing budget

- **Marketing Goals**

- Increase brand awareness via social media
- Build newsletter sign-ups
- Increase online jewelry sales

- **KPIs**

- Followers on Facebook and Instagram
- Newsletter Subscriptions
- Online purchases

# Next Steps

- **Social Media**

- Create content calendar and posts

- **Email List**

- Create Newsletter landing page
- Create QR code for landing page
- Create social link

- **Website**

- Phase 1: Update Shopify site
  - Stock options
  - Include Wind Sculptures
- Phase 2: Build New Site

- **Search Ad**

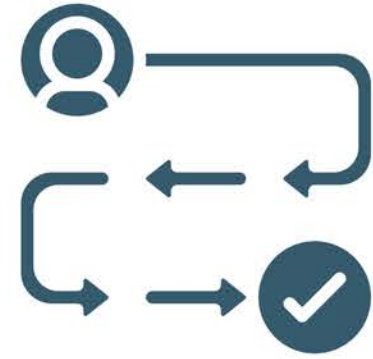
- Launch jewelry search ad campaign

THANK YOU

See links below for detailed reports for each tactic of this digital strategy as well as resource links.



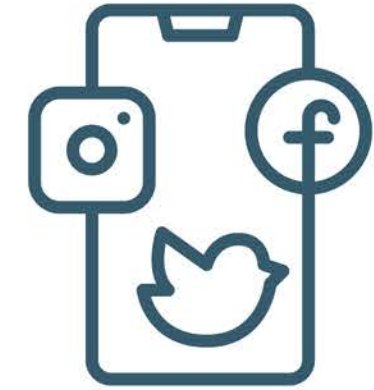
## **Current State Analysis**



## **Buyer Personas**



## **SEO Strategy**



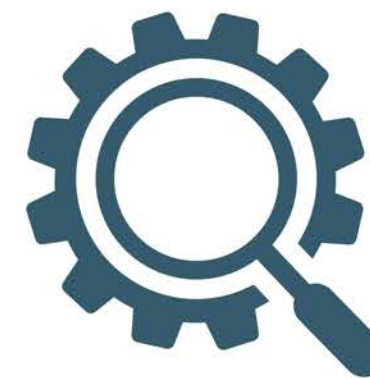
## **Social Media Strategy**



## **Email Strategy**



## **Search Ad Proposal**



## **Resources**

[Content Calendar - Year](#)

[Content Calendar - Month](#)

[Google Ads Tutorial](#)