



# Michael C. Drumming™

PAID MEDIA PLAN 2021



# Background

- Michael C. Drumming™ is a sole proprietorship owned and operated by professional drum teacher, Michael C., who teaches students of every level how to play the drums online with one-on-one instruction.
- Michael's website offers multiple lesson packages and is optimized to accept & schedule new students autonomously.
- Mr.C also sells his self-published drum book to students at varying skill levels.



**Michael C.**

★★★★★ [56 Reviews](#)

Huntington Beach, CA

 Background Check

 Student Favorite

Teaching Locations:

 Online

# Client Goals

- Michael would like to grow his business by:
  - (1) Encouraging new students to sign-up for drum lessons
  - (2) Encouraging website users to purchase his drum book

**Reserve Your Spot**

Drum

Lesson Location  
Online

Michael's Availability

Mo Tu We Th Fri Sa Su

Mornings 10 - 11am  
Evenings 7:15 - 8pm

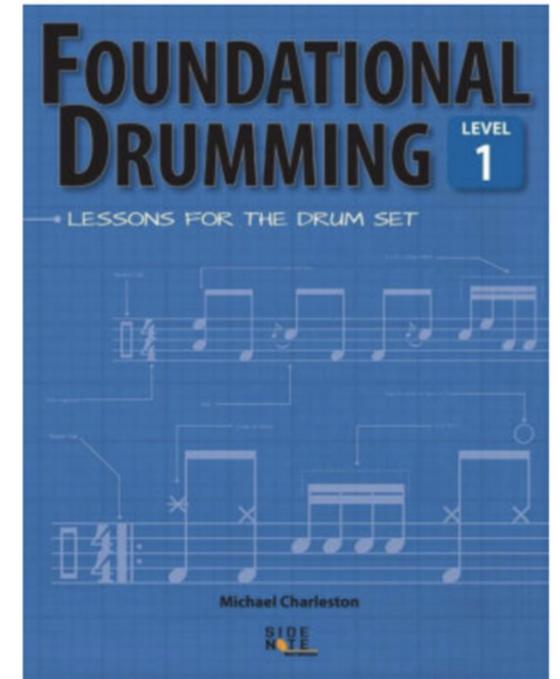
Time Zone: (UTC-08:00) Pacific Time

Michael's Online Lesson Pricing

30 minutes	\$35
45 minutes	\$45
60 minutes	\$55

**View Lesson Packages** >

100% Satisfaction Guarantee ?



## Foundational Drumming, Level 1: Lessons For The Drum Set

by Michael G Charleston

Paperback (3rd ed.)

**\$12.99**

Ship This Item – Qualifies for Free Shipping ⓘ

**ADD TO CART**

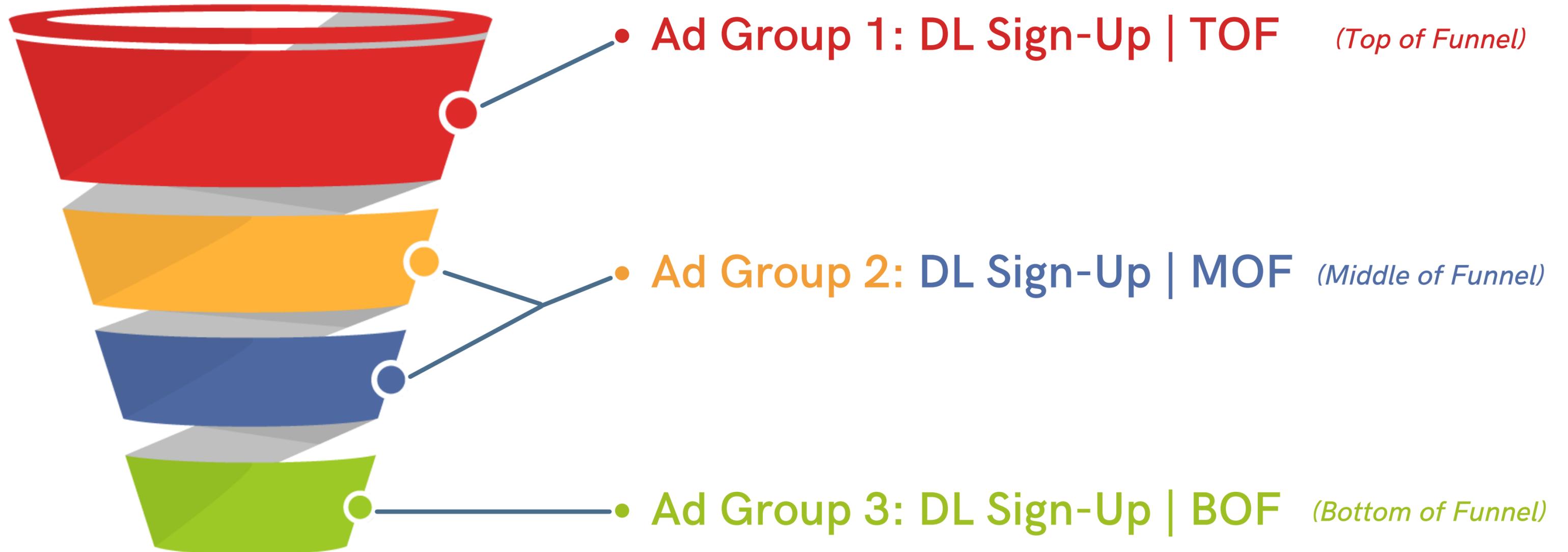
# Paid Search Plan

- Utilize Google to run search campaigns and target potential students and customers
- Since this business & website are relatively small, only two campaigns are necessary to target both conversions
  - Within each campaign, ad groups will be broken out by user intent/buyer's funnel



# Campaign 1

- Campaign 1: Drum Lesson Sign-Up



# Calculating KPIs

Break Even ROAS: My client's average profit margin is 65%, which means he needs over a 153.85% return on ad spend in order to be profitable.

Determine Break Even ROAS		
<b>Average Profit Margin</b>	<b>Break Even ROAS</b>	
65%	153.85%	$SUM(1/A18)$

Break Even Max CPC: The desired ROAS to start is 200% - when looking at our revenue per click, we can determine that the highest CPC we're willing to pay is \$2.50. This will ensure profitability across all campaigns and ad groups.

Determine Max CPC Bid			
<b>Rev / Click</b>	<b>Desired ROAS</b>	<b>Break Even Max CPC</b>	
\$5.00	200.00%	\$2.50	$SUM(A6/B6)$

# Campaign 1: Keywords

- Ad Group 1: DL Sign-Up | TOF

- how to get better at the drums
- what makes a good drummer
- drumming tips and techniques
- how long to get good at drums
- how to improve drumming
- best musical instrument to learn

- Ad Group 2: DL Sign-Up | MOF

- online music lessons
- learn to play drums
- drum lesson cost
- best way to learn drums

- Ad Group 3: DL Sign-Up | BOF

- drum lessons near me
- sign up for drum lessons
- online drum lessons
- beginner drum lessons
- drum tutor
- virtual drum tutor
- percussion lessons
- zoom drum lessons

- Each ad group will be set to manual CPC. This will give us control over each keyword while Google learns our campaigns through data.
- Given a smaller budget, we'll want to stick with exact match - but may sprinkle in BMM to get new keyword ideas from the SQR.
- CPCs will be tiered according to intent: (CPCs will not exceed \$2.50 given our break even CPC)
  - Top of Funnel: \$0.75
  - Middle of Funnel: \$1.25
  - Bottom of Funnel: \$1.75
- We'll want to add in negative keywords, such as specific brands or instruments that are not drum related.

# Campaign 1: Ad Copy

- It's best practice to have at least 4-6 ads per ad group to test different versions through AB testing.
- Our ads in each ad group will speak to different users. For example, the ad copy in our Top of Funnel ad group will be more generalized and lead users to an informational landing page (i.e., a blog about drumming techniques).
  - While this may not translate to an immediate conversion, we can link the drum lesson page at the top of the blog & retarget these users who may potentially convert in the future.
- *Ad copy not shown includes exclusive offers, urgency language, and specific price points.*
- *Below are a couple of ad copy samples:*

High converting keyword included in headline 1

Online Drum Lessons - From Beginner to Expert - Join Today for a Free Lesson

Take your drumming to the next level with one on one online drum instruction.

No experience needed. Sign up now to get started.

Call to action

Highlight benefits

Highlight promotional offer

High converting keyword included in headline 1

Learn to Play the Drums Online - Affordable Private Zoom Lessons - Michael C. Drumming™

Get ready to show off! In as little as 2 weeks, you'll learn the basics of drumming.

No drum set required - just sticks and a practice pad. Join today to start learning.

Speaks to the intrinsic desire for prestige/acceptance

Call to action

Important price point buzzword

Trademark symbol conveys legitimacy

# Optimizations

*For client confidentiality purposes, campaign 2 is not shown, but it is broken down using the same funnel structure.*

- As we launch the campaign, we want to be making daily adjustments in order to optimize the account.
- Optimization techniques include:
  - Utilizing the search query report to generate new keyword ideas and add in negative keywords
  - Adjusting CPC bids on a keyword level to ensure we are spending budget on highly profitable clicks
  - AB testing variations of our ad text to see which drives a higher CTR and conversion rate
  - Implementing remarketing strategies
  - Working to increase the quality score of our ads to achieve lower CPCs & lower CPA
  - Staying ahead of competition by regularly engaging in competitive research
  - Drilling down to granular levels (device bidding, location bidding, audience targeting, etc.) & adjusting bids based on data



# Thank You!



If you have any questions about paid search or want to launch your own campaign, please reach out:

[Contact@amandacharleston.com](mailto:Contact@amandacharleston.com)