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Marketing Maple

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Target Market:

- Affinity Segments: Health, Cooking, Shopping, Fitness, Gardening
- Relevant Age: 25+ M/F
- Parents
- Middle Class

Location:

Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire, Vermont, New York, New Jersey

Avg. Budget: \$35-60 per day

Objectives:

- Run and measure Google Ads
- Increase brand awareness
- Produce clicks and improve SEO
- Utilize manual CPC
- Measure and analyze through CTR, CPC, and Ad performance

Audience:

Age: 45-54, 55-64, 65+
59% Female, 41% Male
Middle / Upper Middle Class

Marketing Maple

Kevin Budzenski
Sponsor: Christy Ashley



Google Ads



Learning Outcomes:

- Gain advertising experience
- Practice strategies that enable high CTR
- Update and optimize campaigns
- Utilize advantageous trends
- Observe and implement relevant key terms using a manual CPC
- Overcome adversity from real world difficulties

Difficulties:

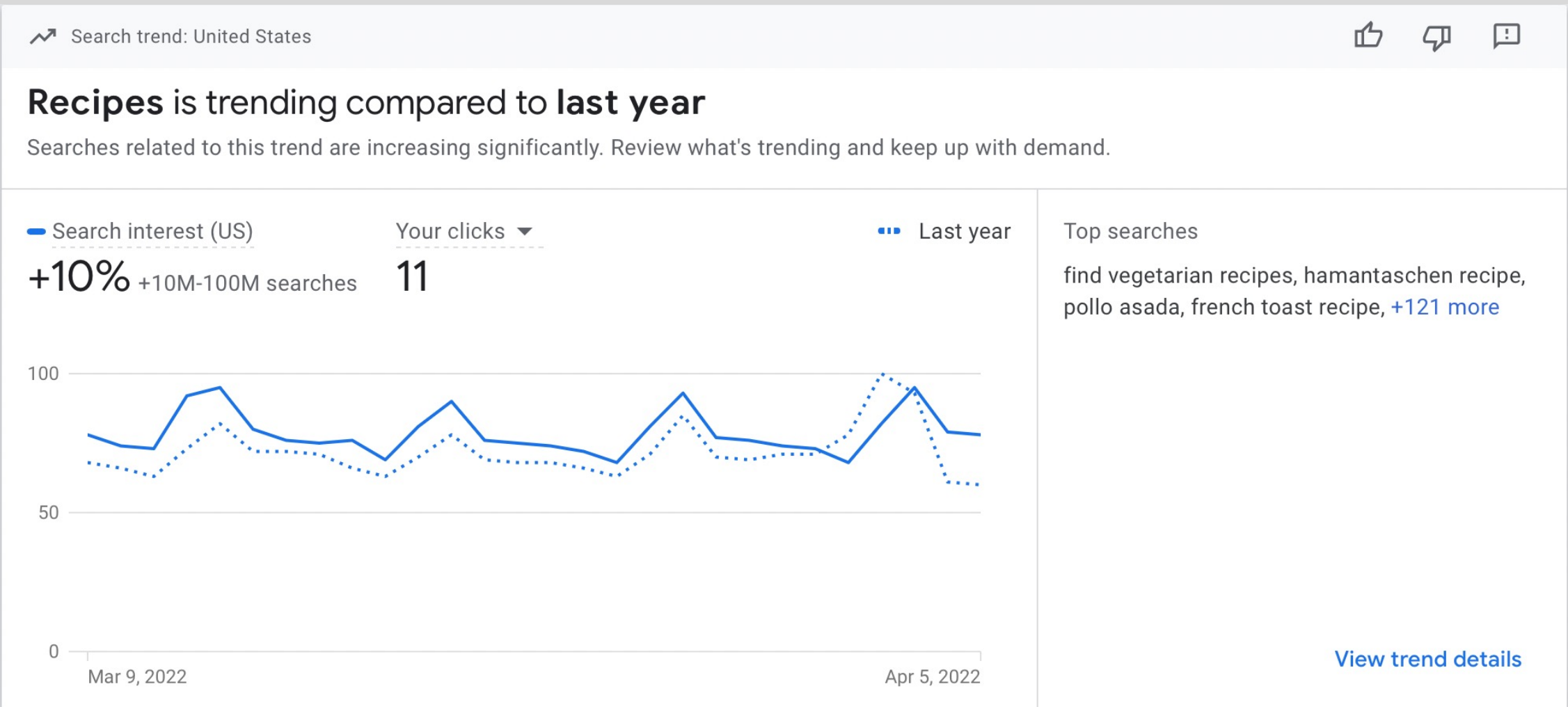
Your account is suspended - Your account violated the Circumventing systems policy.

Your ads aren't running - Make a payment towards your overdue account balance.

Analytics



Trends:



Keywords:

	Cost	Clicks	CTR
maple syrup	\$257.93	151	1.90%
type 2 diabetes	\$69.65	65	3.13%
maypul syrup	\$47.48	45	5.98%
beauty	\$35.64	37	1.29%
breakfast recipes	\$77.25	34	2.20%

Advertisements

The Health Benefits of Maple | The Smarter Sweetener | Is Pure Maple Healthy for You?...
www.uri.edu/maple/health_benefits
Real maple has health benefits and antioxidants that can improve your health an...
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Maple Health Benefits

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www.uri.edu/maple/recipes
Make easy maple recipes with delicious ideas from URI. Maple Syrup isn't just for pancakes...
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Maple Recipes

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www.uri.edu/maple/cosmetics
Maple Leaf Extract can help reduce skin pigmentation and protect skin from...
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Maple and Beauty

Maple and Type 2 Diabetes | Substitute Medicine | Silver Maple Benefits +9 more
www.uri.edu/maple/medicine
Can Maple products be used as alternative medicine? URI Research looks at gallotannis...
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Medicinal Capabilities of Maple

