

Business Report: Weight Shake Corporation

Submitted to:

Dr. Marcus Alexander

By:

Karen Fields

January 22, 2012

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EXECUTIVE SUMMARY

AMERICAN SOCIETY PLACES GREAT EMPHASIS ON PHYSICAL APPEARANCE, OFTEN EQUATING ATTRACTIVENESS WITH SLIMNESS OR MUSCULARITY. IN ADDITION, MANY PEOPLE ARE WRONGLY STEREOTYPED AS GLUTTONOUS, LAZY, OR BOTH (WEBMD, 2011). THIS ATTITUDE HAS GIVEN BIRTH TO THE WEIGHT-LOSS INDUSTRY OF WHICH THIS COMPANY IS APART. AS OF APRIL 2007, THE WEIGHT LOSS PRODUCT INDUSTRY WAS WORTH APPROXIMATELY \$55 BILLION WITH AN ESTIMATED 72 MILLION DIETERS. IN 2011, REVENUES INCREASED TO \$60.0 BILLION WITH AN NEW ESTIMATE OF DIETERS CLOSE TO 75 MILLION. THE REASON FOR THIS INCREASE IS PEOPLE WANT TO LOSE WEIGHT AND GET HEALTHY (PRWEB, 2011). THE FOLLOWING TRENDS HAVE BEEN IDENTIFIED FROM ANALYTIC REPORTS AS HAVING AN IMPACT ON WEIGHT SHAKES SHARE IN THE MARKET PLACE:

1. LOW SALES ON A SPECIFIC FLAVOR-STRAWBERRY SORBET
2. LOW PAY-PER-CLICK CONVERSION RATES
3. LOW SEARCH ENGINE RANKINGS

THE SPECIFIC GOALS TO INCREASE WEIGHT SHAKES MARKET SHARE ARE AS FOLLOWS: INCREASE SALES OF STRAWBERRY SORBET 15% BY AUGUST 31, 2012, IMPROVE PAY-PER-CLICK (PPC) CONVERSION RATES BY 20% NO LATER THAN SEPTEMBER 30, 2012, AND IMPROVE SEARCH ENGINE RANKINGS FROM 12TH PLACE TO THE TOP 5 BY DECEMBER 31, 2012. THIS REPORT WILL DEFINE THESE GOALS AND EXAMINE KEY ELEMENTS THAT WILL HELP WEIGHT SHAKE REACH THESE BENCHMARKS THAT WILL SET THEMSELVES APART FROM THE COMPETITION.

INTRODUCTION

SETTING GOALS IS AN IMPORTANT PART OF LIFE. GOALS ARE SET TO OBTAIN NEW PHYSICAL ATTRIBUTES, INTELLECT, AND MOST OFTEN FINANCIAL GAINS. THE PURPOSE OF THIS BUSINESS REPORT IS TO EXAMINE GOALS THAT WILL ENABLE WEIGHT SHAKE TO INCREASE THIER OVERALL FINANCIAL GAIN THROUGH WEB ANALYTICS.

TRENDS AND SETTING GOALS

TRENDS SHOW UP IN EVERY INDUSTRY. IT IS DEFINED AS A PATTERN, DIRECTION, OR INCLINATIONS THAT EVENTS TEND TO MOVE (AMERICAN HERITAGE DICTIONARY, 2012). THIS APPLIES TO FASHION, FOOD, AND MUSIC. WEBSTER'S DICTIONARY DEFINES A GOAL AS "THE END TOWARD WHICH EFFORT IS DIRECTED." IN THE CORPORATE WORLD, THE END TO WHICH THIS EFFORT IS DIRECTED IS GAINING NEW BUSINESS, ENGAGING CUSTOMERS, AND GENERATING REVENUE. APPLYING THIS DEFINITION TO BUSINESS WE MUST DELVE A LITTLE DEEPER TO IDENTIFY TRENDS AND CREATE GOALS THAT TARGET THESE TRENDS FOR SPECIFIC AREAS OF IMPROVEMENT, QUANTIFY OR AT LEAST SUGGEST INDICATORS OF PROGRESS, ASSIGN WHO WILL MEASURE THESE TASK, MAKE REALISTIC PREDICTIONS, AND SPECIFY A TIME FRAME TO REACH THESE GOALS (DORAN, 1981).

FIGURE 1: TRENDS & SPECIFIC GOALS



INCREASING STRAWBERRY SORBET SALES BY 15% BY AUGUST 31, 2012

INCREASING SALES CAN BE A DIFFICULT TASK WHEN THERE IS NO CLEAR INDICATION WHAT IS CAUSING THE APPARENT DECREASE. THE CHART BELOW SHOWS LATEST ADVERTISING DATA FOR THE STRAWBERRY SORBET FLAVOR VERSUS THE OTHER FLAVORS WEIGHT SHAKE OFFERED. *FIGURE 2: ADVERTISING DATA*

Top Revenue Sources					
Products	Items	Revenue	Sources / Medium	Revenue	% Revenue
Chocolate			(direct) ((none))		
All Visits	2,984	\$56,546.80	All Visits	\$69,232.72	40.62%
Paid Traffic	599	\$11,351.05	Paid Traffic	\$0.00	0.00%
Non-paid Traffic	701	\$13,283.95	Non-paid Traffic	\$0.00	0.00%
Unflavored			google (cpc)		
All Visits	1,686	\$28,577.70	All Visits	\$37,695.45	22.11%
Paid Traffic	386	\$6,542.70	Paid Traffic	\$0.00	0.00%
Non-paid Traffic	427	\$7,237.65	Non-paid Traffic	\$0.00	0.00%
Vanilla			google (organic)		
All Visits	1,501	\$28,443.95	All Visits	\$19,583.10	11.49%
Paid Traffic	303	\$5,741.85	Paid Traffic	\$0.00	0.00%
Non-paid Traffic	345	\$6,537.75	Non-paid Traffic	\$0.00	0.00%
Strawberry Sorbet			yahoo (organic)		
All Visits	871	\$1,524.25	All Visits	\$12,202.02	7.16%
Paid Traffic	249	\$435.75	Paid Traffic	\$0.00	0.00%
Non-paid Traffic	213	\$372.75	Non-paid Traffic	\$0.00	0.00%
Chocolate Sample			bing (organic)		
All Visits	799	\$1,398.25	All Visits	\$7,656.77	4.49%
Paid Traffic	253	\$442.75	Paid Traffic	\$0.00	0.00%
Non-paid Traffic	244	\$427.00	Non-paid Traffic	\$0.00	0.00%

THE PAID ADVERTISING IS GARNERING LESS TRAFFIC THAN DIRECT OR ORGANIC SOURCES.

HOW DO WE DETERMINE THE CAUSE OF THIS TREND AND HOW DO WE OBTAIN OUR GOALS?

MONITORING BRAND AWARENESS AND MEASURING THE CUSTOMER PERCEPTION OF THE

PRODUCT CAN DO THIS.

MONITORING BRAND AWARENESS

BRAND AWARENESS CAN BE MEASURED BY EXAMINING WEIGHT SHAKES DEMOGRAPHICS AND MAKING SURE THE PAY-PER-CLICK (PPC) ADS ARE REACHING THE TARGET AUDIENCE.

WHO IS WEIGHT SHAKES TARGET AUDIENCE?

FIGURE 3: *WEIGHT SHAKE DEMOGRAPHICS*

GENDER	MALE AND FEMALE
AGE	21-65
INCOME	\$25,000-\$39,000
GEOGRAPHICAL LOCATION	COASTAL BEACH AREAS (CALIFORNIA, FLORIDA, TEXAS)
LIFESTYLE	ACTIVE (OUTDOOR ACTIVITIES)
INTENTIONS	RAPID WEIGHT LOSS

MARKET RESEARCH CAMPAIGNS SHOULD BE CONDUCTED IN THE GEOGRAPHICAL LOCATIONS OF WEIGHT SHAKES TARGET MARKETS VERSUS THE COMPETITOR BRAND TO SEE

1. IF PEOPLE KNOW THE BRAND NAME
2. LIKE THE FLAVOR OF THE BRAND
3. HOW TO IMPROVE THE PRODUCT

ONCE IT IS DETERMINED HOW MUCH BRAND AWARENESS IS WITHIN THIS DEMOGRAPHIC, THE NEXT STEP WOULD CREATE STRAWBERRY SORBET SPECIFIC PPC ADS WITHIN THE SAME GEOGRAPHICAL LOCATION. THESE ADS WOULD TARGET THE INTENTION-WEIGHT LOSS AND TARGET THE COASTAL AREAS THAT DEEM THIS IMPORTANT.

THE CHALLENGE AND SOLUTION

AD CAMPAIGNS CAN FAIL BECAUSE OF CONTENT AND MISSING THE TARGET AUDIENCE.

KNOWING THE TARGET AUDIENCE AND FACTORING IN KEYWORDS BASED ON THE TARGET DEMOGRAPHICS WILL INCREASE CONVERSION TO SALES. WHAT WILL DETERMINE THE SUCCESS OF THESE TARGETED CAMPAIGNS? TESTING AND OPTIMIZATION.

FIGURE 4: *TESTING AND OPTIMIZATION*

<u>Primary Assumptions</u>	<u>Testing and Optimization</u>	<u>Evaluation Metrics</u>
1. Ad Campaign 1-Beach Body By Summer	<u>Process</u> Provide information on how the specific products will increase weight loss.	Look at the length of time is spent on the Strawberry Sorbet page; click through from call to action buttons.
2. Ad Campaign 2-Rapid Weight Loss with delicious flavor.	Landing page: natural strawberry flavor; additional nutritional information	Click through from call to action buttons. Check out button.
3. Ad Campaign 3- Meet Your Weight Loss Goals With Weight Shake Strawberry Sorbet.	Landing page: weight loss statistics; nutritional information; natural strawberry flavor	Click through from call to action buttons; check out button

IMPROVE PAY-PER-CLICK (PPC) CONVERSION RATES BY 20% BY SEPTEMBER 30, 2012

TO INCREASE PAID SEARCH CONVERSION RATES, THE PERCENTAGE OF LEADS GENERATED FROM TARGETED PAID LINKED CAMPAIGNS MUST BE MEASURED. HOW WILL THIS CAMPAIGN DATA BE TRACKED, MEASURED AND ANALYZED? BY MEASURING CLICK-THROUGH RATES (CTR), COST PER CLICK (CPC) AND TESTING. THE CTR MEASURES WHAT PERCENTAGE OF PEOPLE CLICKED ON THE AD TO ARRIVE AT THE DESTINATION SITE. IT CAN BE SEEN AS A MEASUREMENT OF THE IMMEDIATE RESPONSE TO THE AD. THE TERMS COST-PER-CLICK OR CPC IS THE COST OR COST-EQUIVELANT PAID PER CLICK-THROUGH (MARKETING TERMS.COM, 2012). HERE IS AN EXAMPLE OF A TARGETED MARKET CAMPAIGN AND THE PROJECTED REVENUE AND COST.

FIGURE 5: PROJECTED REVENUE AND COST

Projected Revenue and Costs

Ad Budget: \$200.00
Cost Per Click: \$0.04
Cost Per Visitor: \$0.02
Revenue: \$4,218.75
Total Conversions: 94
RPV: \$0.34
MPV: \$0.32
Ad Spend/Revenue Ratio: 4.74%
Discounting Percent: 0%
Total Cost/Revenue Ratio: 4.74%

TEST AND OPTIMIZATION

FIGURE 6: TESTING AND OPTIMIZATION

<u>Landing Page</u>	<u>Testing and Optimization</u>	<u>Evaluation Metrics</u>
1. Text, Images	<u>Process</u> 3-4 variations of images and calls to actions that speak to Weight Shakes target audience	Utilize Google Analytics to test landing pages.
2. Call to Action Buttons: various sizes, shapes, and colors.	Weight Shake should use gold and blue tones for their call to action buttons. They will be placed in the eyeline on the landing pages. Test various fonts.	Start with a control and after each test establish a new control if needed.
3. Statement of Trust, Headline, Unique Value Proposition	Test 3 unique variations of each.	Start with a control and after each test establish a new control if needed.

CHALLENGE AND SOLUTION

ONE OF THE MAJOR CAUSES OF FAILED CONVERSION RATES IS THE TARGETED PAID LINKED CAMPAIGNS BEING PLACED ON THE WRONG WEBSITES. THE WEBSITES MUST BE RELEVANT TO THE TARGETED DEMOGRAPHIC SUCH AS FITNESS, HEALTH, AND IMAGE SITES.

A FEW OF THESE WEBSITES INCLUDE:

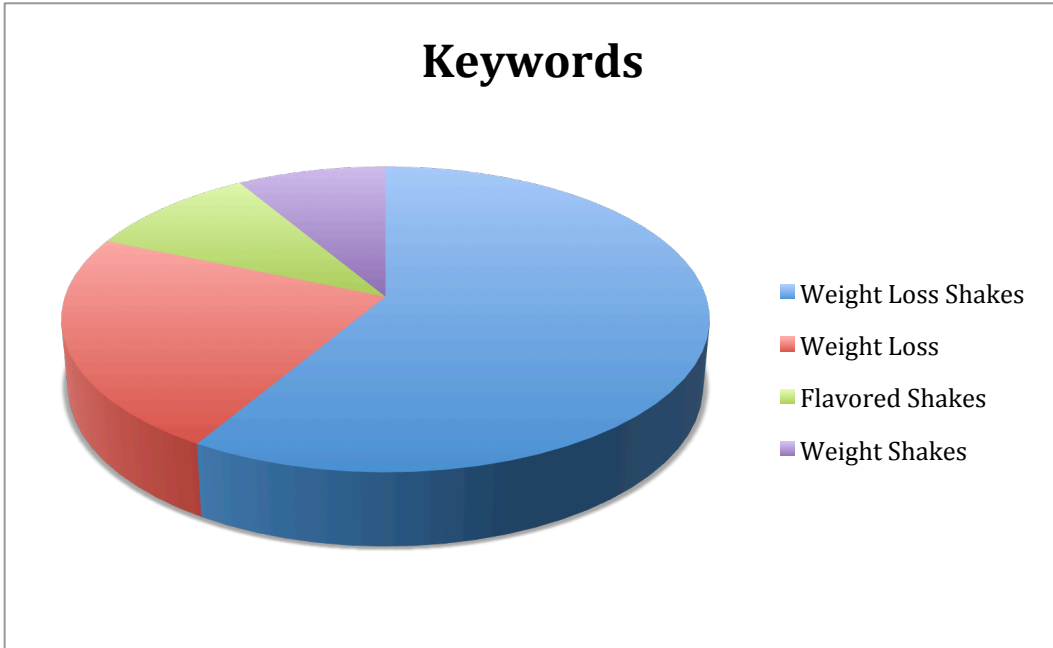
- COSMOPOLITAN
- WOMEN'S HEALTH
- MEN'S HEALTH AND FITNESS

MAKING SURE THE ADS ARE STRATEGICALLY PLACED ON THESE SITES SHOULD ENSURE A HEALTHY CONVERSION RATE.

IMPROVE SEARCH ENGINE RANKINGS FROM 12TH PLACE TO THE TOP 5 BY DECEMBER 31, 2012

GETTING WEIGHT SHAKE TO THE TOP SPOT OF THE SEARCH ENGINES CAN BE ACCOMPLISHED BY KEYWORD OPTIMIZATION. THE COMPANY CAN MOVE INTO THE TOP 5 BY ANALYZING A KEYWORDS EFFECTIVENESS AND INCORPORATING THOSE KEYWORDS INTO THE WEBSITE CONTENT AND AD COPY. USING GOOGLE ADWORDS, THE FOLLOWING CHART DETAILS WHICH KEYWORDS CAN HELP IMPROVE WEIGHT SHAKES SEARCH ENGINE RANKINGS:

FIGURE 7: KEYWORD ANALYSIS



TESTING AND OPTIMIZATION

TEST WOULD INCLUDE AN ANALYSIS OF KEYWORDS FROM COMPETITOR WEBSITES AND INCORPORATING THEM INTO THE WEIGHT SHAKE SIGHT AND ADDING THE SAME WORDS TO AD CAMPAIGNS. THE FOLOWING IMAGE ILLUSTRATES THE INCORPORATION OF THE KEWYORDS INTO THE TITLE AND META TAGS: FIGURE 8 META AND TITLE TAGS

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
    "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <!-- SID: S98 2426.48319 -->
    <title> Weight Shake &#174; Pro - Official Site</title>

    <meta name="description" content="For only 2 payments of $19.95 and just $9.95 processing and
    handling, you're going to love the way you look when you use the Weight Shake &#174; Plus with your
    order today you will also receive a free gift: the "Upper Body Sculpting" workout DVD, a $15 value, yours
    absolutely FREE!

    <meta name="keywords" content="sw4men.com, weight loss shake,weightloss, shakeweight,
    shakewieght, shake weight, shaking weight, shake dumbbell, vibrating weight, shakable weight,
    shakingweight, shakedumbbell, vibratingweight, shakableweight , shakeweight on TV, television
    shakeweight, shake weight on TV, television shake weight, dynamic inertia" />
    <meta name="verify-v1" content="" />
```

CHALLENGE AND SOLUTION

THE PROBLEM WITH THIS TECHNIQUE IS THE COMPETITION USING THE SAME KEYWORDS AND OPTIMIZATION TECHNIQUES. THE SOLUTION IS TESTING KEYWORD VARIATIONS TO DETERMINE WHICH WORDS GIVE OPTIMAL RANKING AND THEN INCORPORATE THEM INTO TARGETED AD CAMPAIGNS AND THROUGHOUT THE WEIGHT SHAKE WEBSITE.

Recommendations and Conclusion

WEB ANALYTICS IS A WORTHWHILE BUSINESS TOOL USED BY A BROAD SPECTRUM OF CORPORATIONS. IN ORDER FOR WEIGHT SHAKE TO RISE ABOVE THE COMPETITION AND GENERATE MORE BRAND AWARENESS, THEY MUST IMPLEMENT THE FOLLOWING ANALYTIC ELEMENTS OUTLINED IN THIS REPORT:

- CREATE AND TRACK PPC CAMPAIGNS
- TEST FOR OPTIMIZATION
- KEYWORD ANALYSIS USING GOOGLE ADWORDS TOOL
- STRATEGICALLY PLACED TARGETED PAID LINK ADS

GROWTH CAN ONLY BE ESTABLISHED BY BUILDING ON THESE ELEMENTS THAT ENGAGE AND CONNECT WEIGHT SHAKE WITH POTENTIAL CUSTOMERS AND UNDERSTANDING HOW WEIGHT SHAKE'S SERVICES CAN FIT THOSE POTENTIAL CUSTOMERS PERSONAS TO PRODUCE HIGHER CONVERSION RATES AND ULTIMATELY GENERATE MORE REVENUE AS WELL AS PARTNERING WITH LIKE-MINDED BUSINESSES.

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