



THE AFRICA HOUSE

The Discovery Meeting

The Africa House is a large retailer that uses several different marketing and PR companies to manage different aspects of their campaign.

I worked for a marketing agency and was responsible for managing:

- **SEO & PPC**
- **Content Marketing**
- **Facebook**

My specific focus was promoting their African homeware, gifts and pet accessories.

Client Aims and Targets

- **Increase brand awareness**
- **Rank on Page 1 of Google for selected keywords**
- **Drive product sales for homeware and gift department**
- **Increase sales of African dog collars (which had previously been underselling)**



My Solution



Google Adwords

My PPC strategy included the following:

- Keyword research
- Detailed research on how age, gender and location impacts keyword research
- Creating ad copy
- Creating audiences
- Analysing conversions and results
- Setting and modifying budgets
- Creating tracking pixels and implementing them on the Africa House website

Most-shown search ads			
Ad group: Africa House			
<div><div>[Dynamically generated headline]</div><div>Ad www.theafricahouse.com</div><div>Fairly Traded Products Manufactured In Southern & Eastern Africa.</div><div>Buy Online · Unique Products · Handmade · Made In Africa</div><div>African Bags African Cushion Covers</div></div>			
Ad	Impressions	Clicks ▼	CTR ▼
Enabled	682,159	3,086	0.45%

Targeted Keywords

Searches ?

Sort by: Impressions ▾



SEARCH TERMS

WORDS

tea cosy

wall hangings

cushion covers

table runners

oven gloves

kikoy

dog collars

cafetiere cosy

tea cosies

wall hanging

africa house

beach bags

christmas decorations

beaded dog collars

table runner

nativity scene

leather dog collars

laundry bags

picnic blanket

height chart

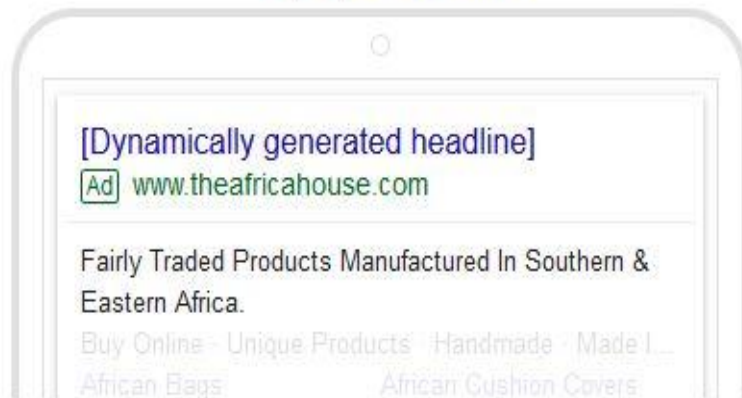
scatter cushions

[ALL SEARCH TERMS >](#)

Page 1 of 8 ^ ▾

Most-shown search ads

Ad group: [Africa House](#)



Ad

Impressions

Clicks ▾

CTR ▾

● Enabled

682,159

3,086

0.45%

[ALL ADS >](#)

< 1 of 5 >



THE AFRICA HOUSE

Google PPC Results

More than 33,000 impressions

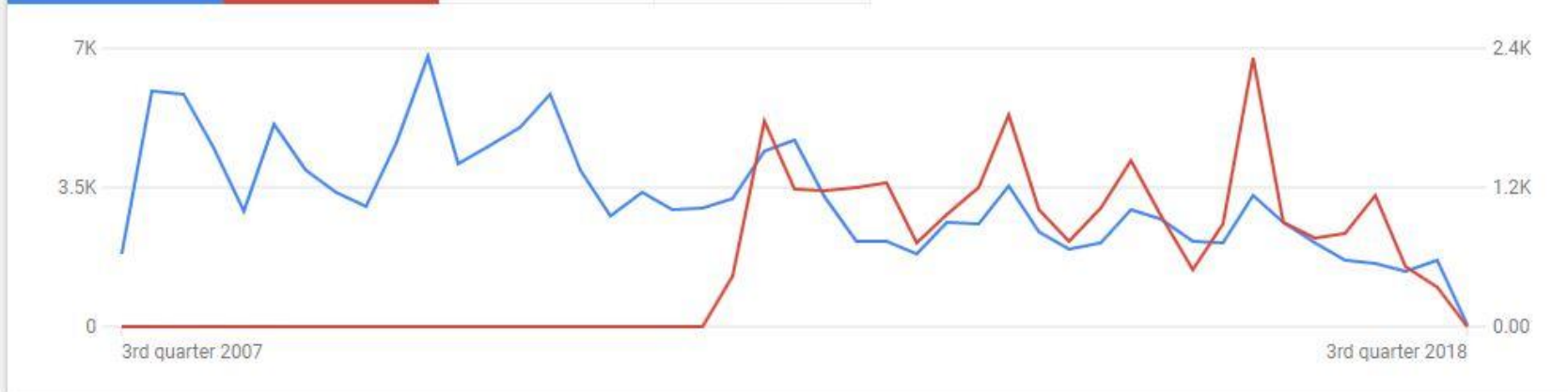
More than 9 keywords on Page 1 of Google

More than 145,000 clicks

Conversion value worth more that £25k

Overview

Clicks ▾	Conv. value ▾	Cost / conv.	Cost
145K	25.1K	£7.62	£23.7K



Campaigns

	Cost ▾	Conversions ▾	Cost / conv. ▾
● (G) Kitchen	£4,281.38	214.00	£16.82
✖ (G) Shopping	£3,077.67	483.00	£6.37

Search keywords

	Cost ▾	Clicks ▾	CTR ▾
● [tea cosy]	£1,670.63	9,392	0.55%
● "wall hangings"	£796.26	4,421	3.41%

Keyword Strategy

Conducted in-depth keyword research using Google Keyword Planner

Created keyword plan which included every page on the website

Keywords selected based on search volume, level of competition and relevance to company in question.

Implemented keyword suggestions on the Africa House Website, which included meta titles, description, image alt tags

Generating backlinks

Getting website registered in directories

Creating high quality, SEO optimized

SEO Results

The Africa House appears on the first page of Google for keywords such as 'African Gifts' and 'African beaded dog collars.'

The client had previously not ranked on Google for any of their keywords.

However, 6 months later after creating a targeted SEO and PPC strategy, the client's website appeared on Page 1.

I've included 2 screenshots of this below.



Blue Circle
African Print...
10.00
Love YaaYaa

By Google



Handmade
African Elepha...
£7.92
Etsy

By Google



Copperhead Gin
50cl
£35.75
The Whisky Exc...

By Google



Copperhead Gin
£35.63
Master of Malt

By Google



African Candle
Holders, Set of ...
£10.00
Etsy

By Google



African Gifts

See similar items + More like this. Giraffe brushed silver cuff bracelet, metal bangle giraffes. Giraffe lover **gift**. African animal

[African gifts | Etsy](#)
Etsy

[Buy African Gift at Amazon | Low Prices on African Gift | amazon.co.uk](#)

[www.amazon.co.uk/african+gift](#)

★★★★★ Rating for amazon.co.uk: 4.6

Free UK Delivery on Eligible Orders

[Deals & Offers](#) · [Home Appliances](#) · [Large Appliances](#) · [Kitchen Appliances](#) · [Free UK Delivery](#)

[African gifts | Etsy](#)

https://www.etsy.com/uk/market/african_gifts

You searched for: **african gifts**! Etsy is the home to thousands of handmade, vintage, and one-of-a-kind products and gifts related to your search. No matter what ...

[The Africa House: African Gifts | African Beaded Dog Collars](#)

About 8,350,000 results (0.50 seconds)

Beaded Dog Collars | Handmade on the Swahili Coast | simbajones.com

(Ad) www.simbajones.com/Dog-Collars/Beaded ▼

Beautiful and colourful **Kenyan** leather **beaded dog collars** available now! Solid brass fittings.

About Us · Contact Us · Products Available · Photo Gallery

Standard Dog Collars - from £23.00 - Various designs & styles · More ▼

Beaded Dog Collars, Leads & Bowls | The Africa House

(Ad) www.theafricahouse.com/ ▼

Buy **African** Leather **Beaded Dog Collars** Online. Fair Trade. UK Stockist. Unique Products.

Sale · Dog Collars, Leads & Bowls

Buy Pet Supplies at Amazon | Save on African Beaded Dog Collar

(Ad) www.amazon.co.uk/Pets/Dog_Supplies ▼

★★★★★ Rating for amazon.co.uk: 4.6 - Return policy: Most items 30+ days

Get Food and Accessories for Your **Dog**. Free UK Delivery on Eligible Orders!

Hand Beaded Leather Dog Collar | Made by Maasai Women

(Ad) www.maabeadwork.org/collections/accessories ▼

Expertly **Beaded** Leather **Dog Collars** Handmade by the **Maasai** Women of Maa Beadwork. **Kenyan** Jewelry. **African** Art. Crafted Beadwork. Handmade Gifts.

Beaded Dog Collars, Leads & Bowls | The Africa House

www.theafricahouse.com/african-dog-collars-leads-bowls.html ▼

A great selection of high quality leather **dog** leads, **collars** and bowls. Keep your four footed friends

Shop now

Sponsored ⓘ



Serengeti Collar

£21.00

Gaucha Belts
By Google



Assorted colors
Maasai leather...

£14.31

Etsy
By Google



Leather Beaded
Dog Collar

£25.00

Not On The High..
By Croud



Leather beaded
dog collar,...

£17.28

Etsy
By Google

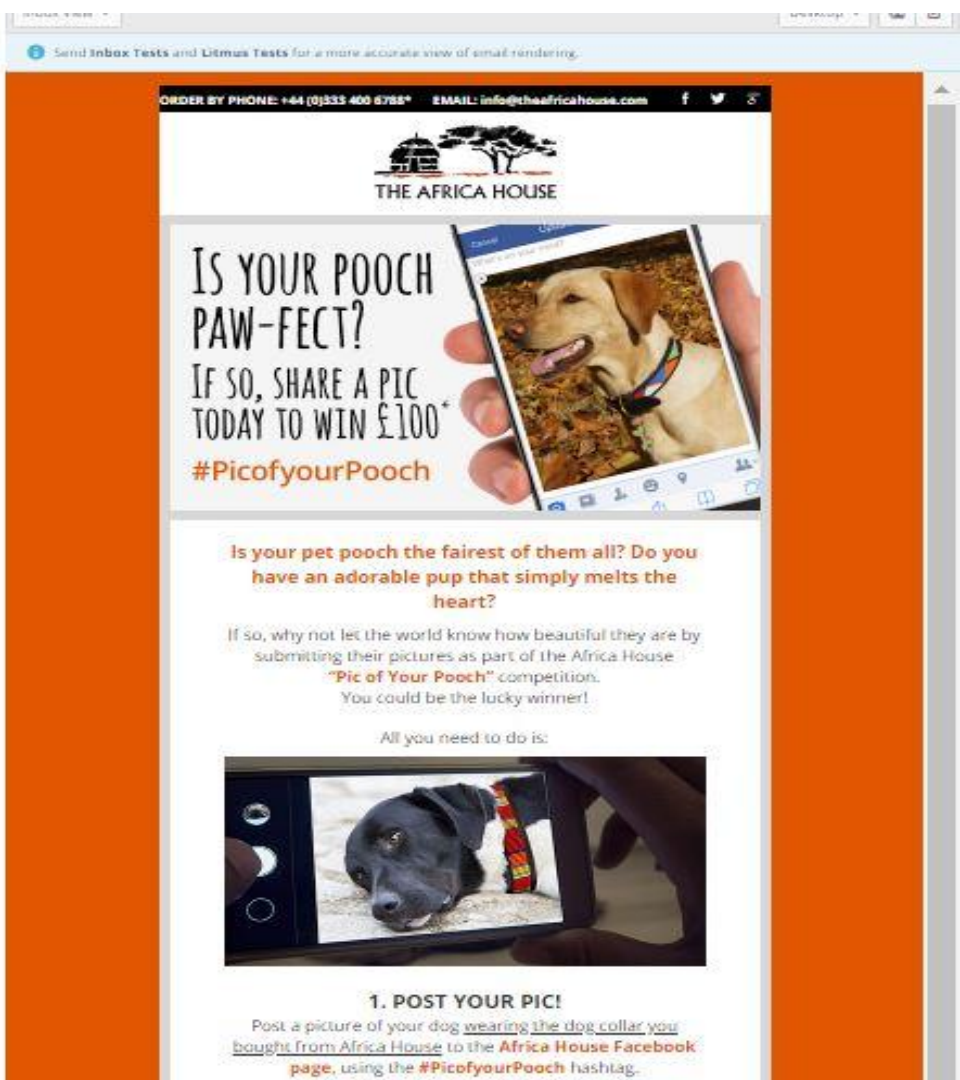
Email Marketing

My role was to:

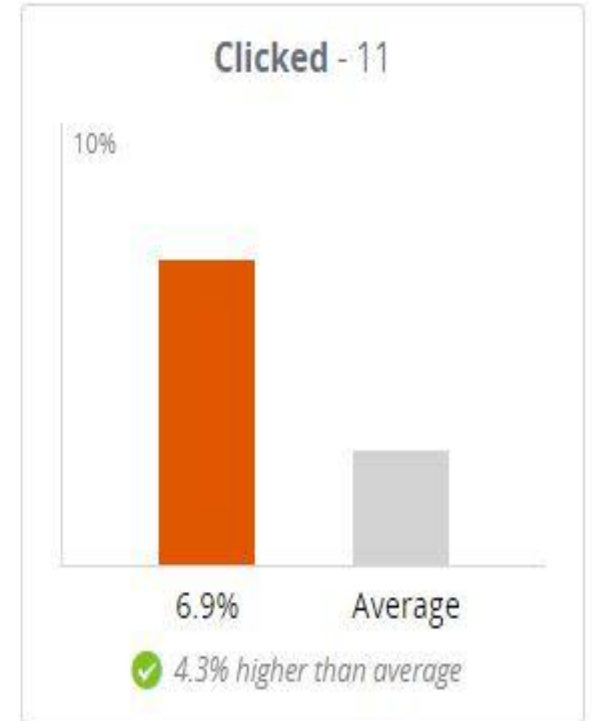
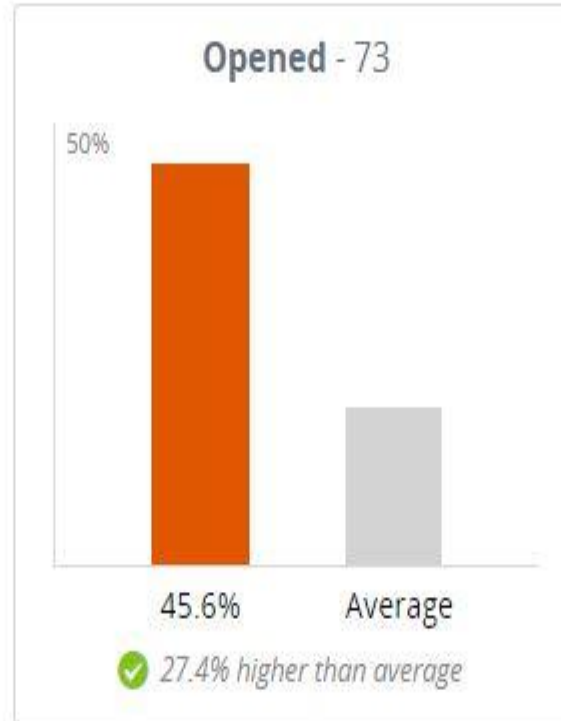
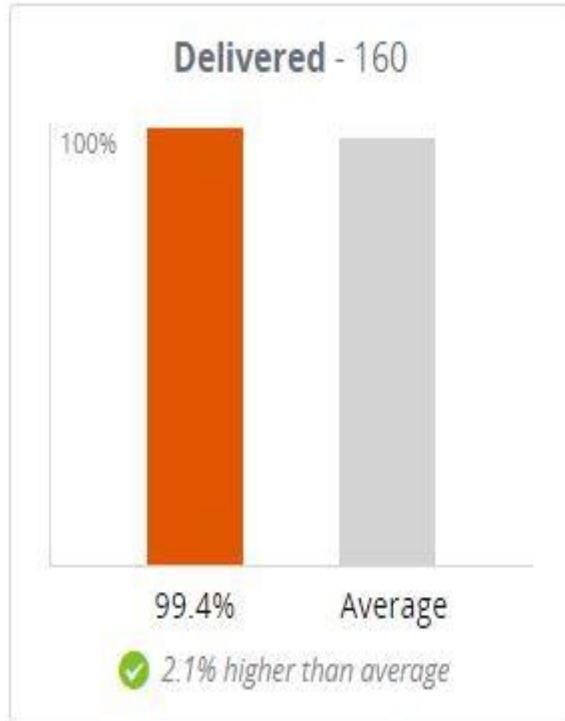
- Design and create responsive email marketing templates and content

The results of the email strategy:

- **1,800** visitors to the website
- **16%** of transactions
- **£1,400** in revenue

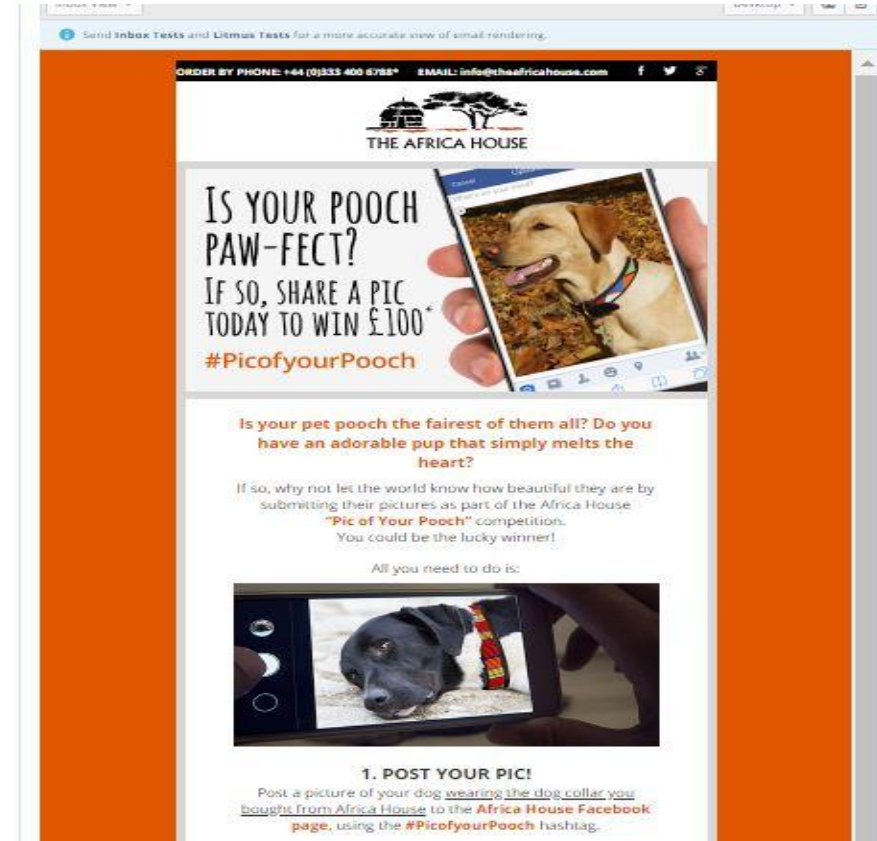


Email Marketing Insights



Unique Marketing Ideas: PicOfYourPooch

- One of the clients aims was to increase sales of their African beaded dog collars.
- However, prior to starting the campaign, there were no pictures of the dogs wearing the collars, which was a setback in the campaign.
- Thus, the PicOfYourPooch campaign was born



PicOfYourPooch Facebook and Twitter Competition

 **The Africa House**
3 October 2017 · 🌐

 Like Page ...

Top of the Dogs: The 3 runners up to our [#PicofYourPooch](#) Contest

Yesterday, we announced that the lucky winner of the Africa House Dog Collar Competition was Sara Carter!

Today - we would officially like to announce the 3 runners up who also got a high number of votes... [See more](#)

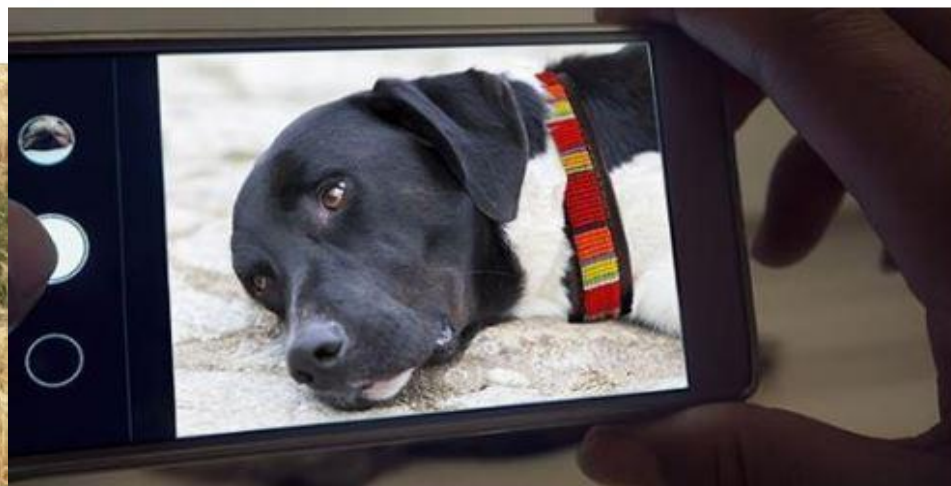


 **The Africa House**
8 September 2017 · 🌐



If you haven't yet sent in your entries for the [#PicofyourPooch](#) dog collar contest - there is still time! You could win £100 of gifts

<https://t.co/506uhEZeWU>



TWITTER.COM

TheAfricaHouse on Twitter

"If you haven't yet sent in your entries for the [#PicofyourPooch](#) dog collar

Competition Rules

- Previous customers were asked to send in a picture of their pooch
- Dogs must be wearing The Africa House beaded collars
- Pictures should be posted on Facebook with the hashtag #PicOfYourPooch
- Entrants agreed to have the pictures of their pups used in PR collateral
- The picture with the most likes wins £100 worth of Africa House goods

Competition Results

- More than 200 people entered the Africa House Facebook competition
- This contributed to £1,000 worth of African beaded dog collar sales
- The number of Facebook followers rose from just 100 to more than 600
- We then followed this up with the Africa House Audience Builder Campaign



All

Posts

People

Photos

Videos

Pages

Places

Groups

Apps

Events

Filter results

POSTS FROM

- ☒ Anyone
- ☐ You
- ☐ Your friends and groups
- ☐ Choose a source...

POSTED IN GROUP

- ☒ Any group
- ☐ Your groups
- ☐ Choose a group...

TAGGED LOCATION

- ☒ Anywhere
- ☐ Choose a location...

DATE POSTED

- ☐ Any date
- ☐ 2018
- ☒ 2017
- ☐ 2016

Update Status

Add Photos/Video

Post about #picofyourpooch

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Facebook © 2018

The Africa House

5 September 2017 ·

Like Page



Africa House are holding a [#PicofyourPooch](#) dog collar contest. Go to our FB page & submit pics of your dog wearing our collars to win £100*
<https://t.co/Nx0rKthicU>

IS YOUR POOCH
PAW-FECT?

IF SO, SHARE A PIC
TODAY TO WIN £100*

[#PicofyourPooch](#)



Audience Builder Campaign

This was a separate campaign to build upon the existing campaign. I created a prize draw that targeted Facebook users with the incentive prize of a £100 gift voucher. All they had to do was fill out their details to enter.

- **The campaign resulted in 387 entries**
- **82% of which were happy to receive further marketing from The Africa House**
- **The winner was chosen at random & received a £100 gift voucher**
- **The other entrants received a discount voucher**

Summary: Overall Outcome



- Page 1 search results for selected keywords
- More than £28,000 sales from combined email marketing, Facebook, and PPC campaigns
- 1000+ email subscribers
- African beaded dog collar sales