

# Arizona Zipline Adventures



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# Part 1:

Business Analysis,  
Audience Insights &  
Competitor Analysis





# *Business Analysis*



## Arizona Zipline Adventures at a Glance

Arizona Zipline Adventures is a company that offers zipline tours, dining, and team building in Oracle, Arizona. This company is perfect for tourists looking for something to do or locals in the area looking to try something new. AZA is conveniently located near major counties and is nestled in the Sonoran Desert.



## Business Objectives

Arizona Zipline Adventures seeks to book more Zipline tours. In addition, AZA wants to create memorable experiences for their guests once they book their tours through, dining, shopping, and team building.

## Client's Stated Objectives



Arizona Zipline Adventures' main goals for this class are to reach new audiences who have not heard of them before and promote their EcoTour Zipline Adventure.

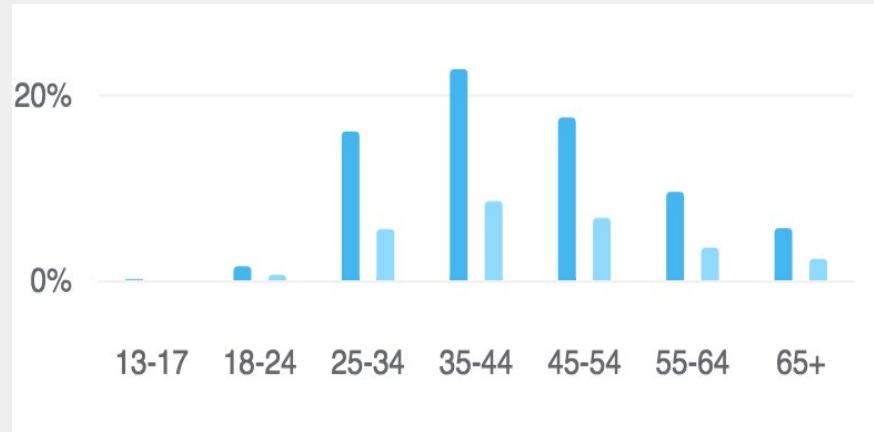


# *Audience Insights*



## Existing Audience: Age

AZA's audience on Facebook is predominantly around the age group of 35-44.

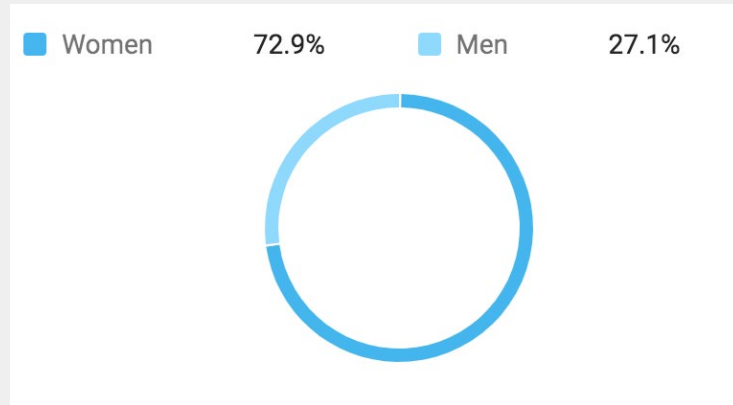


Graphic via Facebook Business Manager



## Existing Audience: Gender

*AZA's existing audience in Facebook is predominantly female.*



Graphic via Facebook Business Manager

# Existing Audience: Location

City ?	Acquisition
	Users ? ↓
	2,829 % of Total: 75.60% (3,742)
1. Phoenix	985 (33.30%)
2. Tucson	703 (23.77%)
3. Oro Valley	138 (4.67%)
4. Casas Adobes	132 (4.46%)
5. Mesa	129 (4.36%)
6. Gilbert	88 (2.97%)
7. Marana	83 (2.81%)
8. Catalina Foothills	73 (2.47%)
9. Chandler	62 (2.10%)
10. Scottsdale	50 (1.69%)

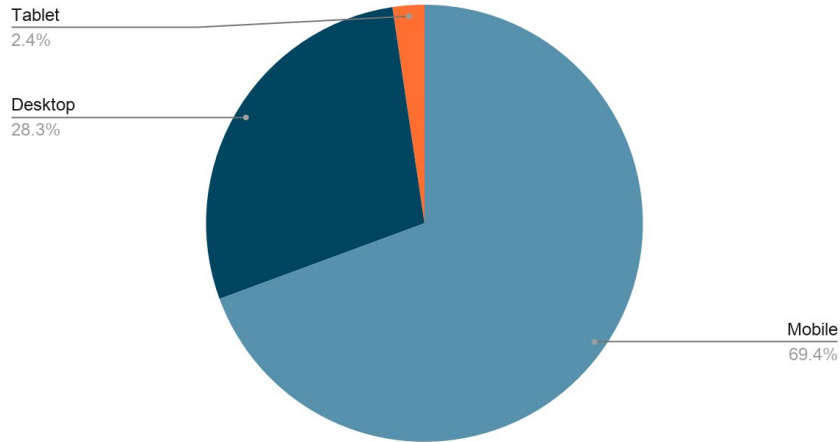
Most of Arizona  
Zipline Adventures'  
audience is  
predominantly in the  
state of Arizona and,  
more specifically, in  
Phoenix and Tucson  
AZ

Graphic via Google Analytics.  
Data shown prior to class involvement  
July 8th-October 8th, 2020

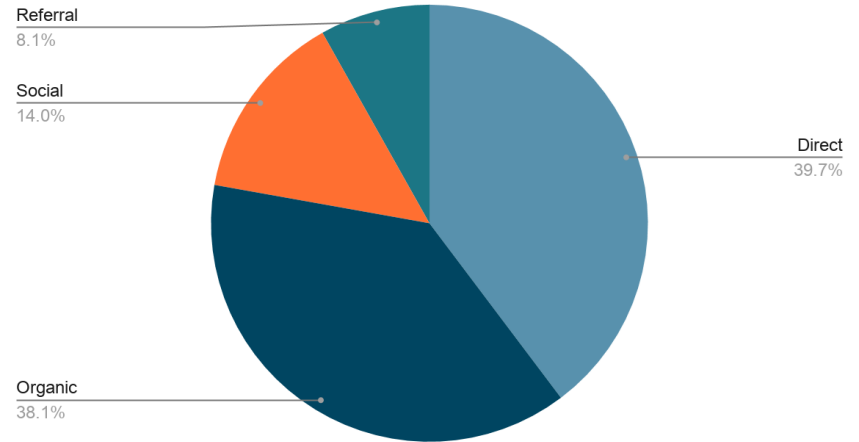
# Existing Audience

69.4% of users accessed the site through a mobile device. 38.1% of traffic was from organic searches.

Device Users



Traffic



# *Target Audience*

The AZA target audience is a

- Woman
- 35-65
- Plans trips for her family

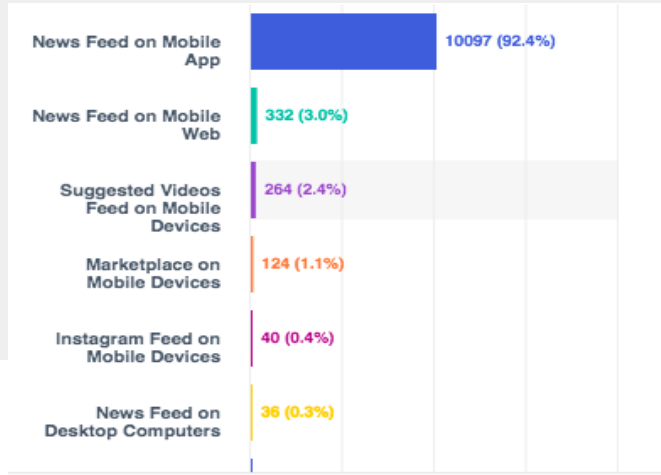
# Audience Segments to Target

Via Facebook

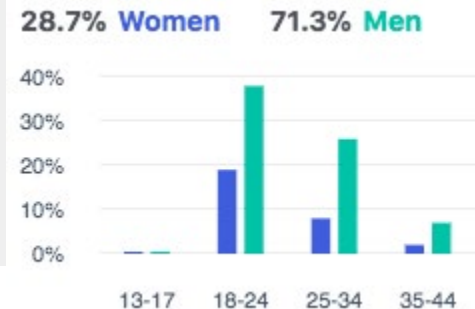
1. These are Facebook users who like the AZA page. A high number include the 25 age bracket, so they should be targeted.



2. One successful ad I reviewed had the most user response via mobile app.



3. Certain ads do well with the male demographic. The post engagement was successful for this target demographic.



# Audience Segments to Target

Via Google Ads

1. Google Ads reports show that successful ad campaigns are in male and female demographics with household income between the top 20%-40%.
2. Females aged 35-44 have the highest click through rate compared to males and other age groups, according to the ad reports.
3. Males aged 35-44 had the lowest performing numbers in the demographic reports and maybe should not be targeted.

# What Content is Working for Client?

## 1. Links







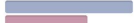





- Avg. Reach: 11,788 users
- Avg. Engagement: 857 clicks; 167 reactions

## 2. Video

- Avg. Reach: 4,827 users
- Avg. Engagement: 390 clicks; 250 reactions

## 3. Photo

- Avg. Reach: 1,393 users
- Avg. Engagement: 42 clicks; 69 reactions

Type	Average Reach	Average Engagement
 Link	11,788 	857  167 
 Video	4,827 	390  250 
 Photo	1,393 	42  69 

# Important Insights from Google Analytics

## Where are our users visiting from?

- According to Google Analytics, there is a clear indication that AZA's users are mainly on the west coast.
- 70.97% of users are visiting the site from the State of Arizona.
- Looking further into just the State of Arizona, 32.32% of users are coming from Phoenix and 21.09 % of users are visiting from Tucson.

Region ?	Acquisition
	Users ? ↓
	1,292 % of Total: 99.31% (1,301)
1. Arizona	934 (70.97%)
2. California	110 (8.36%)
3. Nevada	78 (5.93%)
4. Texas	30 (2.28%)
5. Illinois	15 (1.14%)
6. Washington	12 (0.91%)
7. (not set)	10 (0.76%)
8. Colorado	9 (0.68%)
9. Florida	9 (0.68%)
10. Oregon	9 (0.68%)

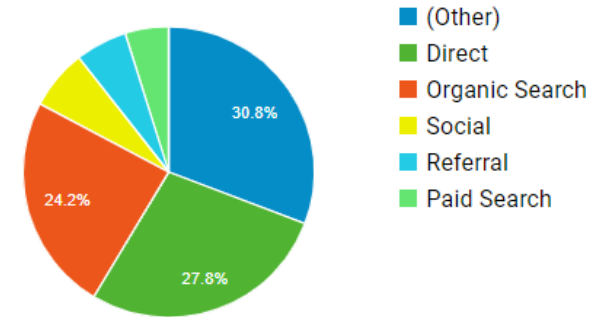


# Important Insights from Google Analytics

## How are we getting our users?

- 27% of users are visiting our page by directly typing in our URL.
  - This gives us an idea that a percentage of our users are already familiar with us and our site.
- 24.2% of users are finding our website through organic searches which indicates that we need to focus on optimizing our pages for search engines.

Top Channels



# Important Insights from Google Analytics

New or recurring visitors?

- 85% of the users that visit the website are new users that are visiting for the first time. 14% of the returning visitors.

		Acquisition
<input type="checkbox"/>	User Type ?	Users ? ↓
		<b>1,301</b> % of Total: 100.00% (1,301)
<input type="checkbox"/>	1. New Visitor	<b>1,227 (85.39%)</b>
<input type="checkbox"/>	2. Returning Visitor	<b>210 (14.61%)</b>

# Important Insights from Google Analytics











According to Google Analytics, these are the top sites that users originated from before heading to the AZA site. This certainly makes sense considering that Arizona Zipline Adventures has the largest following on the top two social networks listed below. Most of the visitors would be pulled from Facebook or Instagram due to AZA's high presence and following on those sites.

Social Network	Sessions	% Sessions
1. Facebook	67	69.79%
2. Instagram Stories	14	14.58%
3. Yelp	7	7.29%
4. Instagram	4	4.17%
5. TripAdvisor	4	4.17%

# Important Insights from Google Analytics

From Google Analytics, you can see the pages that are most popularly visited.

Ideally, we would want to see the “shop” page and “zipline tour” pages visited more than just the landing page to show that people are in-fact booking tours rather than just visiting the site.

Shared URL	Sessions	% Sessions
1. <a href="http://www.ziparizona.com/">www.ziparizona.com/</a>	52	 54.17%
2. <a href="http://www.ziparizona.com/shop.html">www.ziparizona.com/shop.html</a>	20	 20.83%
3. <a href="http://www.ziparizona.com/peppersauce-kitchen.html">www.ziparizona.com/peppersauce-kitchen.html</a>	5	 5.21%
4. <a href="http://www.ziparizona.com/zipline-tours.html">www.ziparizona.com/zipline-tours.html</a>	3	 3.12%
5. <a href="http://www.ziparizona.com/?fbclid=IwAR0CSPBXWnBGp80bCDy4fgqTnFfMwQSPcHv1nzH1UXK5U6Qlem-1fwMVPMM">www.ziparizona.com/?fbclid=IwAR0CSPBXWnBGp80bCDy4fgqTnFfMwQSPcHv1nzH1UXK5U6Qlem-1fwMVPMM</a>	1	 1.04%
6. <a href="http://www.ziparizona.com/?fbclid=IwAR0fxuUyzdWv9ZZRVC_mRkcs0bX8igpXjjMERdszXxEPg4sbXhZFF8Mq6as">www.ziparizona.com/?fbclid=IwAR0fxuUyzdWv9ZZRVC_mRkcs0bX8igpXjjMERdszXxEPg4sbXhZFF8Mq6as</a>	1	 1.04%
7. <a href="http://www.ziparizona.com/?fbclid=IwAR00KZm-hWCleSmiLT_XDP0jpcgZH1efKxWbySm5LYXlr-U8t1qPwtoywP4">www.ziparizona.com/?fbclid=IwAR00KZm-hWCleSmiLT_XDP0jpcgZH1efKxWbySm5LYXlr-U8t1qPwtoywP4</a>	1	 1.04%
8. <a href="http://www.ziparizona.com/?fbclid=IwAR1jpvf6zbhi80PZEjkB8yIp-S2FBV29W0qs_N2wmmf2FctPcpEy1YRVCKc">www.ziparizona.com/?fbclid=IwAR1jpvf6zbhi80PZEjkB8yIp-S2FBV29W0qs_N2wmmf2FctPcpEy1YRVCKc</a>	1	 1.04%
9. <a href="http://www.ziparizona.com/?fbclid=IwAR1sH_RuBFWDZvoxSKIGVfGdzyNq0TgUbTBzjePJDAa0c3WSMY07IEqpafo">www.ziparizona.com/?fbclid=IwAR1sH_RuBFWDZvoxSKIGVfGdzyNq0TgUbTBzjePJDAa0c3WSMY07IEqpafo</a>	1	 1.04%
10. <a href="http://www.ziparizona.com/?fbclid=IwAR2gqjC_v-UhYkVSo200DHRAp3JrPKpjmlbf3deM4B3GJpQLcp1KwEzJz6Y">www.ziparizona.com/?fbclid=IwAR2gqjC_v-UhYkVSo200DHRAp3JrPKpjmlbf3deM4B3GJpQLcp1KwEzJz6Y</a>	1	 1.04%



# *Competitor Analysis*



# Top Competitors

Via SpyFu

## 1. Predator Zip Lines

- Common Keywords: 5
- Monthly Clicks: 2.3k

## 2. AZ Adventure Tours

- Common Keywords: 2
- Monthly Clicks: 20.5k

## 3. Flagstaff Extreme Adventure Course

- Common Keywords: 7
- Monthly Clicks: 2.11k

# Competitors Identified

By Client

- Arizona State Parks
- Flagstaff Extreme



# AZA vs Competitors on Facebook

## **Arizona Zipline Adventures**

- 7,946 Likes
- 8,089 Follows
- 8,066 Check-ins

## **Arizona State Parks**

- 132,274 Likes
- 134,559 Follows
- 570 Check-ins

## **Flagstaff Extreme Adventure Course**

- 19,688 Likes
- 19,901 Follows
- 31,597 Check-ins



# What Works for Competitors on Facebook

## Arizona State Parks

Majority of posts have visual media, and attribute users when available. Posts link to articles on website.




## Flagstaff Extreme

Posts link back to website for that topic. Often photographs, but some with video or promotional graphic.



# What works for AZA on Facebook

Looking at the content insights for AZA on Facebook, posts that are videos often receive more organic interactions.

09/10/2020 6:07 PM	 <b>**NEW ALERT**</b> We have added more items to our			1.3K 	97 52 	<a href="#">Boost Post</a>
09/08/2020 2:30 PM	 Who's ready for some Moonlight Ziplining?! . . Use			11.7K 	990 635 	<a href="#">Boost Post</a>

# AZA vs Competitors on Twitter

## **Arizona Zipline Adventures**

No Presence  
There are mentions,  
but no hashtags

## **Arizona State Parks**

@AZStateParks  
28.5K Followers  
7,468 Tweets  
#AZStateParks

## **Flagstaff Extreme Adventure Course**

@flgxtreme  
767 Followers  
918 Tweets  
#FlagstaffExtreme

# AZA vs Competitors on Twitter



## Arizona State Parks

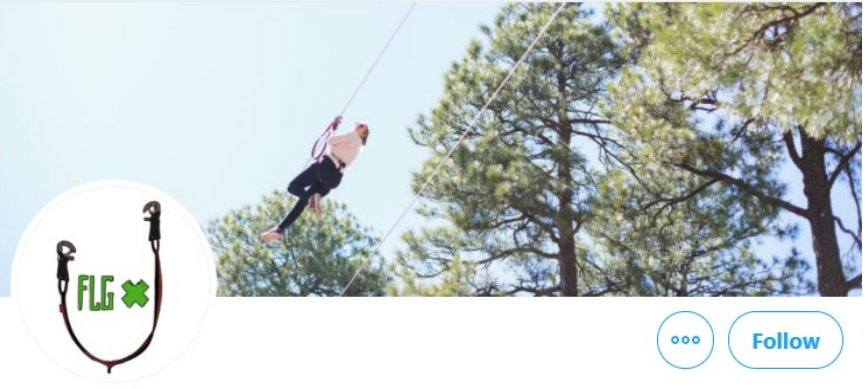
@AZStateParks

Tag us in your state park adventures using [#AZStateParks!](#)

📍 Arizona, USA 🌐 [AZStateParks.com](#) 📅 Joined September 2008

749 Following 28.5K Followers

👤 Followed by Salt Life and Barack Obama



## Flagstaff Extreme

[@flgxtreme](#)

One of the hardest tree-top adventure courses in the country and the largest collection of zip lines in the Western United States.

[#flagstaffextreme](#)

📍 Flagstaff AZ 🌐 [flagstaffextreme.com](#) 📅 Joined August 2011

153 Following 767 Followers



# Arizona Zipline Adventures Instagram Analysis

Followers: **2,602**

Following: **760**

## Notes:

- AZA posts videos more frequently on platform than Flagstaff Extreme.
  - AZA: 3 in the first 30 posts (10%)
  - FSE: 1 in the first 30 posts (3%)
- Averages more comments on Instagram posts than Flagstaff Extreme.
  - Nov. 14, AZA Post: 10 Comments
  - Nov. 13, FSE Post: 3 Comments

# Flagstaff Extreme Instagram Analysis

Followers: **3,922**

Following: **599**

## Notes:

- Has more posts (in the past 3 months) and followers than AZA
- Contains story highlights that display important information about their course



COVID-19



PRICING



REVIEWS



GUIDES



SUMMER



OBSTACLES



FEATURE F...

# Highest Ranked Keywords For our Client

1. “zipline arizona”
  - Monthly Search Volume: 630
2. “zipline tucson”
  - Monthly Search Volume: 480
3. “zipline az”
  - Monthly Search Volume: 360

# Highest Ranked Keywords For Competitors

1. “flagstaff extreme”
  - Monthly Search Volume: 690
2. “zipline arizona”
  - Monthly Search Volume: 630
3. “zipline az”
  - Monthly Search Volume: 360



# Keywords to Focus On

In looking at the keywords for that perform well for both AZA and its competitors, the keywords to focus on are:

- Zipline Arizona
  - Monthly Search Volume: 630
- Zipline AZ
  - Monthly Search Volume: 360
- Ziplining near me
  - Monthly Search Volume: 1.8K

Targeting these keywords in content will help AZA rank higher and appear more often in searches.

# Part 2:

Facebook Ads Analysis, Google  
Ads Analysis &  
Organic Posts





# *Facebook Ads Analysis*



# Facebook Ad Background Information

**The Facebook ads that were ran were targeted towards:**

Men and women (Parents)  
Between the ages of 35-54 years old  
Who are located in Arizona  
And have an interest in Ziplining and outdoor recreation

The goal was to extend AZA's reach to audiences that don't already know about them.

# Facebook Ad A: High- Flying Fun

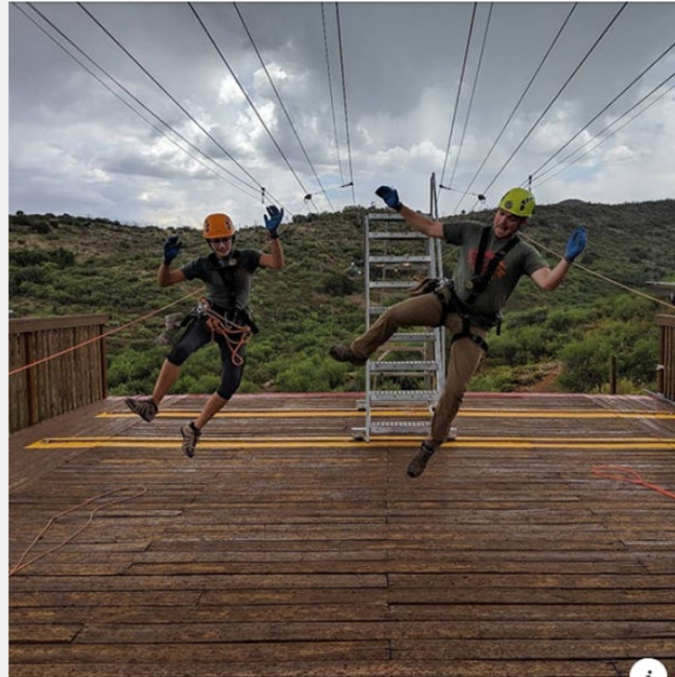


**Arizona Zipline Adventures**

Written by Elizabeth Mays [?] · 4d · 🌐



High-flying fun for the whole family. Book your next experience with us today.



[ZIPARIZONA.COM/ADVENTURES](https://ziparizona.com/adventures)

**Autumn Zipline Eco Tour**

Come soar with us!



[Book Now](#)

# High- Flying Fun Statistics

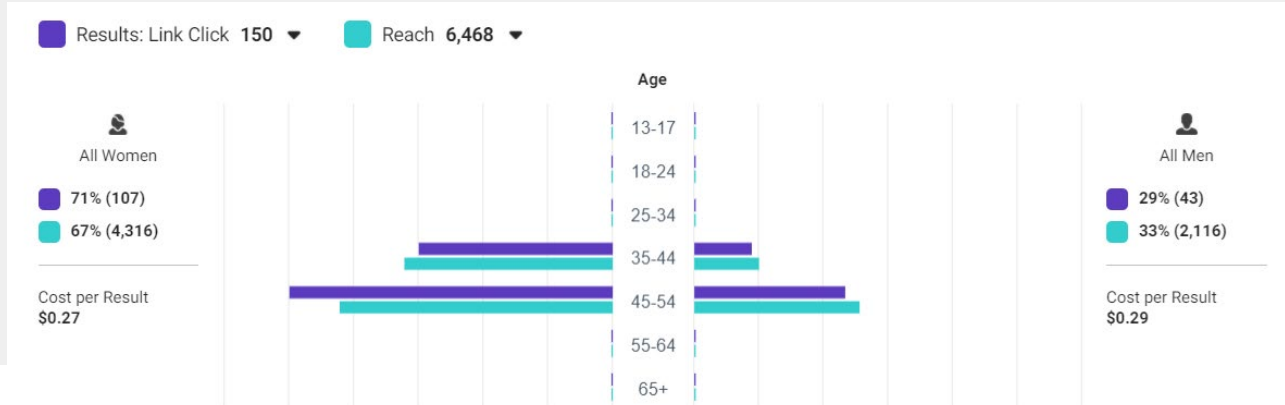
Reached: 6,468 people  
Post engagements: 285

*32 reactions*

*21 comments*

*6 shares*

*150 link clicks*



# Performance Review

Although this ad did not perform as well as the Fastest Zipline Thrill ad, it did however target AZA's targeted audience. The majority of their engagement for this ad came from females between the ages of 45-54 years old.

<input checked="" type="checkbox"/>	Ad Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
<input checked="" type="checkbox"/>	 High-flying fun	Completed	30	4	4	6	150	—	\$0.28
	35-44 Female		9	1	1	—	40	—	\$0.28
	35-44 Male		1	—	—	—	12	—	\$0.33
	35-44 Uncategorized		—	—	—	—	—	—	—
	45-54 Female		18	3	3	4	67	—	\$0.26
	45-54 Male		2	—	—	2	31	—	\$0.28
	45-54 Uncategorized		—	—	—	—	—	—	—
	> Results from 1 ad ⓘ		<b>30</b> Total	<b>4</b> Total	<b>4</b> Total	<b>6</b> Total	<b>150</b> Total	— Total	<b>\$0.28</b> Per Action

# Facebook Ad B: Fastest Zipline Thrill



**Arizona Zipline Adventures**

Sponsored · 🌐



Experience the thrill of the fastest dual zipline in Arizona with your family and friends.



[ZIPARIZONA.COM/ADVENTURES](https://ziparizona.com/adventures)

**Zipline Ecotours**

Push your comfort zone.

[BOOK NOW](#)



# Fastest Zipline Thrill Statistics

\*Reached a higher percentage of men for both link clicks and reach.

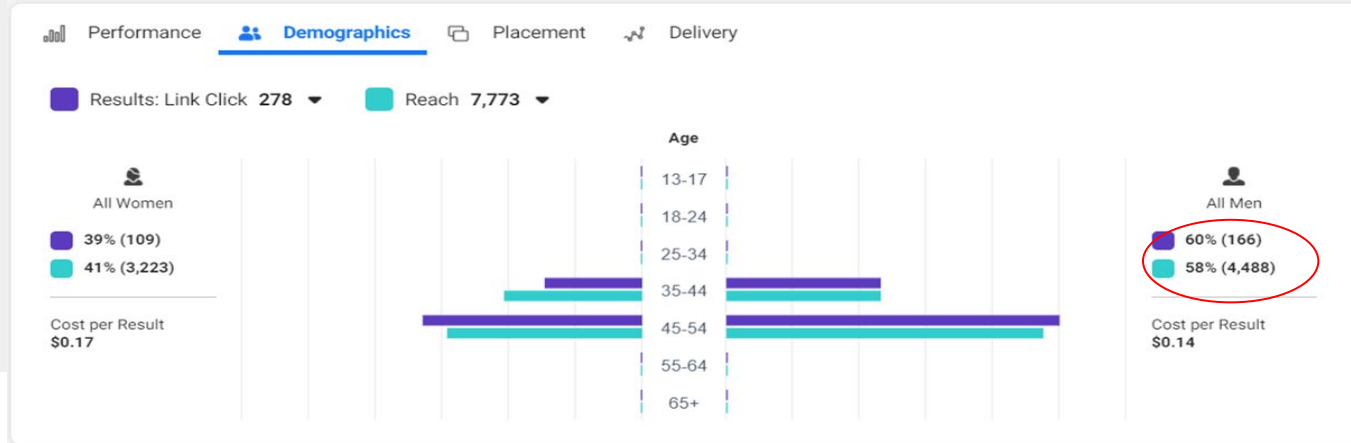
Reached: 7,773 people  
Post Engagements: 362

*55 Post Reactions*

*6 post comments*

*23 Post Shares*

*278 Link Clicks*



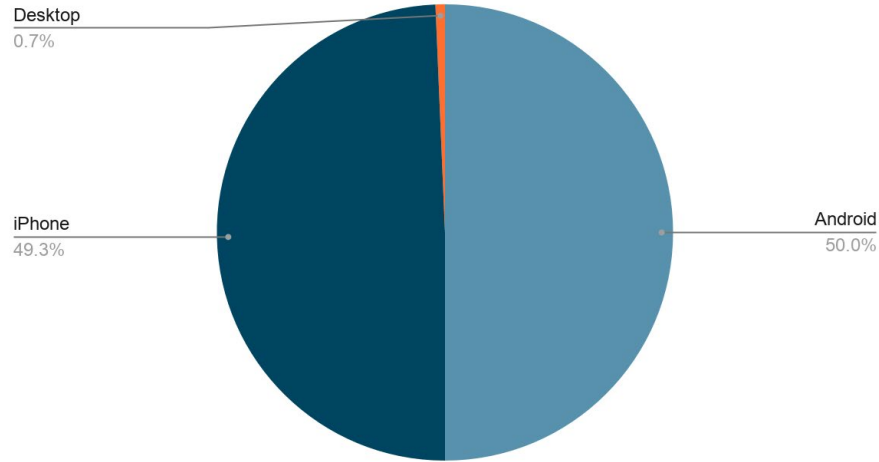
# Performance Review

Fastest Zipline Ad performed the best. It had the lowest cpc at \$0.15. This ad also had the highest reach at 7,773 people, an engagement level of 362, and 278 link clicks.

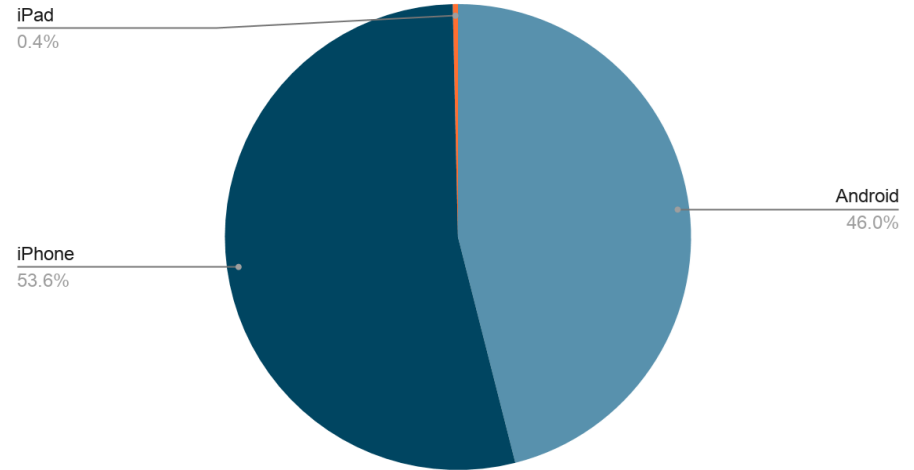
	Ad Name	Results	Reach	Frequency	Cost per Result	Budget Ad Set	Amount Spent	Ends	Quality Ranking Ad Relevance Dia...	Engagem Rate Rank Ad Relevance C
<input type="checkbox"/>	<input type="checkbox"/> Fastest Zipline Thrill	278 Link Clicks	7,773	1.13	\$0.15 Per Link Click	\$25.00 Daily	\$42.68	Nov 13, 2020	Above average	Above avera
<b>&gt; Results from 1 ad</b>		<b>278</b> Link Clicks	<b>7,773</b> People	<b>1.13</b> Per Person	<b>\$0.15</b> Per Link Click		<b>\$42.68</b> Total Spent			

# Facebook Ad Conversion Devices

## High- Flying Fun



## Fastest Zipline Thrill



# Facebook Ad Takeaways

- AZA has a clear Facebook audience with most of them falling in the 35-54 year age range.
- The majority of the audience who engaged with the ads were using a mobile device, indicating that AZA needs to make sure that their website is optimized for mobile devices.
- The Fastest Zipline ad had a higher reach and engagement level with men. This is an opportunity for AZA to not just focus on their female audience but their male audience as well.



# *Google Ads Analysis*

*DA Fall 20 Capstone*



# Campaign Overview

For our campaign, we budgeted \$40.00 a day to spend on ads and marketing. The campaign ran from November 9th, 2020 to November 17th, 2020.

Our overall campaign goal was to increase website traffic and to maximize clicks.

Our targeted locations were Maricopa County, Pima County, and Pinal County.

# Google Ad Groups

For our Google Ads, there was one main campaign, the DA Fall 20 Capstone. Within that campaign we had one Ad Group, “Zipline”. The Ad Group then had 3 ads that were ran.

Ad groups for DA Fall 20 Capstone

Zipline	Cost	Impressions	Clicks	Avg. CPC	
<span>●</span> ENABLED <span>▼</span> Status: Not eligible	\$234	1.46K	155	\$1.51	⋮ ▼
<a href="#">VIEW AD GROUP</a>					

Overall, our Ad Group had 1.46k impressions, 155 clicks, and averaged \$1.51 CPC.

Some of the searches that let people to our ads were:

- “Things to do in Tucson”
- “Things to do in Arizona”
- “Zipline Tucson”
- “Tucson attractions”
- “Arizona Adventures”

The top 3 searches that led users to our ads were “things to do in Tucson”, “things to do in Tucson, AZ”, and “fun things to do in Tucson”.

## Keywords that triggered Ad Groups

- “Things to do in Tucson” (broad match that has the highest clicks at 617)
- “Tucson outdoor activities” (broad match that has the second highest clicks at 198)
- “Zip lining” (broad match that has the third highest clicks at 167)

\*There were a total of 42 possible keywords\*

There were 6 search terms that were added specifically:

Things to do in Tucson	Zip lining near me
Zipline Arizona	Zipline Tucson
Things to do in Tucson	Zip line



## Google Ads 1

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Arizona Zipline Eco-Tours   Moonlight Zipline Experience   Sunset Zipline www.ziparizona.com/ecotour/booking Five zipline experiences ranging from 400-1500 ft. A thrilling adventure with friends, family or coworkers.	Campaign ended	Expanded text ad	86	912	9.43%	\$1.47	\$126.73
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For our first ad, we had 86 clicks, 912 impressions, a 9.43% CTR (measures how often people click the ad after it's shown to them), a \$1.47 CPC (the amount AZA has paid for the ad divided by its total clicks), and a total of \$126.73 was spent during this ad period.

Most of our user ad activity came from mobile phones (72), computer users followed (14) and none of our users interacted with our ad via a tablet.

All 86 of our total clicks from Ad 1 were funneled to our website after interacting with the ad.

The keyword term with the highest clicks for this ad was “things to do in Tucson” with a total of 24 clicks.

## Google Ads 2

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Zipline Tours in Arizona   Arizona Zipline Adventures ziparizona.com/book/adventure-tours Choose from three adventures: Zipline EcoTour, Sunset Zipline and Moonlight Zipline.	Campaign ended	Expanded text ad	47	353	13.31%	\$1.48	\$69.47
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For our second ad, we had 47 clicks, 353 impressions, a 13.31% CTR (measures how often people click the ad after it's shown to them), a \$1.48 CPC (the amount AZA has paid for the ad divided by its total clicks), and a total of \$69.47 was spent during this ad period.

Most of our user ad activity came from mobile phones (46), computer users followed (1) and none of our users interacted with our ad via a tablet.

45 of our total clicks from Ad 1 were funneled to our website after interacting with the ad. 2 of our clicks resulted in a phone call to AZA.

The keyword term with the highest clicks for this ad was “zip lining” with a total of 11 clicks.

## Google Ads 3

<input type="checkbox"/>	<input checked="" type="radio"/>	Zipline EcoTours in Tucson   Sonoran Desert Zipline   Arizona Zipline Adventures ziparizona.com/Eco-Tour/Book-Now Soar on Arizona's longest zipline! Up to 2 hours of thrills for the whole family.	Campaign ended	Expanded text ad	22	191	11.52%	\$1.71	\$37.60
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For our third ad, the ad was paused due to lack of performance. By the time we paused the ad, we had 22 clicks, 191 impressions, a 11.52% CTR (measures how often people click the ad after it's shown to them), a \$1.71 CPC (the amount AZA has paid for the ad divided by its total clicks), and a total of \$37.60 was spent during this shortened ad period.

Most of our user ad activity came from mobile phones (21), computer users followed (1) and none of our users interacted with our ad via a tablet.

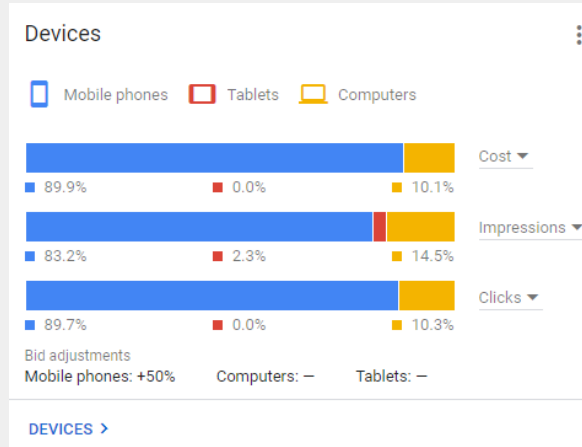
22 of our total clicks from Ad 1 were funneled to our website after interacting with the ad. 1 of our clicks resulted in a phone call to AZA.

The keyword term with the highest clicks for this ad was “things to do in Tucson” with a total of 10 clicks.

# Audience Targeting

- Demographic: For our campaign, we targeted users within Pima County, Maricopa County, and Pinal County. Over the course of the campaign, we had the following impressions per the three targeted counties:
  - Pima County (847)
  - Maricopa County (457)
  - Pinal County (152)
- Device - mobile devices drastically outnumbered computers and tablets. Out of the 155 total clicks, 139 clicks were from mobile, 16 were from computers, and there were none on tablets
- In-market segments
  - Targeted audiences such as lifestyle & hobbies and travel
    - Affinity audiences that were targeted were outdoor enthusiasts, family vacationers, and thrill seekers)
- 1 other audience target not mentioned
  - Users with the most clicks were between 35-44 years of age

# Infographic on devices used



Clearly, the ads did significantly better on mobile devices. During the course of the campaign, we ran a bid adjustment that increased 50% of our mobile phone activity.

# Which Ad Did Best



Arizona Zipline Eco-Tours | Moonlight Zipline Experience | Sunset Zipline  
[www.ziparizona.com/ecotour/booking](http://www.ziparizona.com/ecotour/booking)  
Five zipline experiences ranging from 400-1500 ft. A thrilling adventure with friends, family or coworkers.

Out of the 3 ads that were ran, one ad did unquestionably better than the others.  
(Note: 1 of the ads were paused due to lack of interest)

The ad that did the best was Arizona Zipline Eco-Tours | Moonlight Zipline Experience | Sunset Zipline.

This ad had three times the impressions (912) of the 2nd ad which only had 353.  
The clicks for the best ad (86) doubled the clicks on the 2nd ad (47).

Best ad



<input type="checkbox"/> ●	<p>Arizona Zipline Eco-Tours   Moonlight Zipline Experience   Sunset Zipline <a href="http://www.ziparizona.com/ecotour/booking">www.ziparizona.com/ecotour/booking</a> Five zipline experiences ranging from 400-1500 ft. A thrilling adventure with friends, family or coworkers.</p>	Campaign ended	Expanded text ad	86	912
<input type="checkbox"/> ●	<p>Zipline Tours in Arizona   Arizona Zipline Adventures <a href="http://ziparizona.com/book/adventure-tours">ziparizona.com/book/adventure-tours</a> Choose from three adventures: Zipline EcoTour, Sunset Zipline and Moonlight Zipline.</p>	Campaign ended	Expanded text ad	47	353

## Negative Keywords

- There were two negative keywords
  - “Tucson visitor center”
  - “Ziplines flagstaff”

## Optimizations that occurred during the campaign period

During the ad campaign, several tweaks were made to help the campaign run smoother.

- 1) A bid adjustment was made to devices that increased mobile phone activity by 50%.
- 2) One of the three ads that were ran during the campaign period was paused due to lack of interest.
- 3) Added broad matches and exact matches to trigger ads
- 4) Excluded age groups 18-24, 25-34, 55-64, and 65+ (targeting 35-44 and 45-54 specifically) because our client's target group is 35-65.



## Google Ads Takeaways

- Arizona Zipline Adventures has a clear age group that is more active on their social media platforms (35-44 & 45-54) which falls within the age range that the client initially provided. This is why we targeted that age group specifically for our campaign ads.
- The most clicks came from people within the Outdoor Enthusiast affinity group, compared to thrill seekers and family vacationers.
- Many of our users are either going to our URL page directly or finding us through travel or vacation planning sites (like [visittucson.org](http://visittucson.org) and [thegetaway.com](http://thegetaway.com))
- AZA needs to prioritize how their website performs on mobile devices since almost all users (89%) are using their phones rather than a computer or tablet. This is why we chose to bid up on mobile devices since they were already outperforming computers and tablets.
- Future ads could benefit from bid adjustments that would increase traffic on computers and tablets since most of the users are coming from mobile devices.



# *Organic Content Analysis*



# Organic Content Created

1.



2.



# Organic Content Performance: Post 1



Post was posted on Saturday  
November 14th, 2020 at 8:00am.

1,684

People Reached ⓘ

0% from boosted posts

1,684 Organic

0 Paid

130

Post Engagements ⓘ

54 Reactions

7 Comments

39 On Post

4 On Post

15 On Shares

3 On Shares

9 Shares

60 Clicks

9 On Post

3 Photo Clicks

0 On Shares

9 Link Clicks

0 Clicks to Play

48 Other Clicks

# Organic Content Performance: Post 2



Post was posted on Monday  
November 16th, 2020 at 12:00pm.

1,245

People Reached ⓘ

0% from boosted posts

1,245 Organic

0 Paid

66

Post Engagements ⓘ

27 Reactions

4 Comments

21 On Post

3 On Post

6 On Shares

1 On Shares

10 Shares

25 Clicks

10 On Post

0 Photo Clicks

0 On Shares

6 Link Clicks

0 Clicks to Play





19 Other Clicks

## Top Performing Organic Content

- The content that received the most engagements that we created was post 1
- Post 1 asked the audience to directly head over to booking EcoTours, which received 9 link clicks to AZA website
- Post 1 reached 1,721 and had 4 comments, 9 shares, and 39 likes.
- However, top performing content over time tends to favor videos that are posted by AZA

# Content We Created vs Typical AZA Content







- In looking at posts all posted around the same time, the ones AZA created performed better than our posts.
- Post engagements were much lower on our post compared to a video post and a post with a clear CTA to book tours. Our post 1 only received 131 engagements compared to 180 on a video post and 474 on their organic post.
- At first glance, the organic post we created has similar likes, comments, and shares but only received 9 link clicks compared to 158 on the Moonlight Tours post.

<input type="checkbox"/>	 Moonlight Tours	Boost Unavailable	November 15, 2020 at 5:20 PM	8,998 People Reached	474 Post Engagements
<input type="checkbox"/>	 • take it in •	Boost Unavailable	November 14, 2020 at 12:29 F	1,305 People Reached	180 Post Engagements
<input type="checkbox"/>	 • take it in • 🐾 @desert.bl...	Boost Unavailable	November 14, 2020 at 12:28 F	2,917 People Reached	--
<input type="checkbox"/>	 Experience the thrill of flyi...	Boost Unavailable	November 14, 2020 at 11:00 A	1,721 People Reached	131 Post Engagements

# Organic Content Key Takeaways

1. Videos generally tend to perform better than image posts.
2. Having a specific call to action can lead the audience to where we want them to go.
3. Incorporating actual images from AZA gives the audience a chance to picture themselves on the zipline tours.

Posts ⓘ Sort by: Reach ▼

	Sat Nov 14, 9:28am • take it in • 🗨️ @dese 📷 Reach 2.9K		Sun Nov 8, 11:31am Do you love working w 📘 Reach 2.3K		Sat Nov 14, 8:00am Experience the thrill of 📘 Reach 1.7K
	Sat Oct 31, 4:07pm 📅 Schedule Happy Halloween from 📘 Reach 1.4K		Sun Nov 8, 8:34am Cheers! Here's to anot 📘 Reach 1.3K		Mon Nov 16, 11:00am Bring your friends and 📘 Reach 1.2K



## What We've Learned: Audience Targeting

- When creating paid content, it's important to be as specific as possible with the audience segments you are looking to target.
- AZA had a clear vision on who they found their ideal customer to be from age, gender to interests.
- By creating paid content for that segment, we can reach the specific type of people who would be most likely to actually book a tour.
- On the post below, we targeting families looking to book an experience and received 150 link clicks to the Tours page on the AZA website.



**Arizona Zipline Adventures**

Written by Elizabeth Mays [?] · 4d · 🌐

High-flying fun for the whole family. Book your next experience with us today.



**150**

Results: Link Clicks


























**6,468**

People Reached

# What We've Learned: Organic Content

- Although organic content is not boosted, it still has the potential to perform well when looking at the insights and trends of the account over time.
- Paid content often reaches more people, but great organic content has the potential to do the same.

Legend: ■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares ⓘ

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/29/2020 12:38 PM	 Who needs Black Friday when there are so many adventures to be			1.2K 	16 34 	<a href="#">Boost Post</a>
11/27/2020 12:43 PM	 We are OPEN! If you are looking to support local and shop small, look			2.5K 	135 123 	<a href="#">Boost Post</a>
11/24/2020 12:36 PM	 We are looking forward to celebrating with you and your			762 	1 12 	<a href="#">Boost Post</a>
11/22/2020 1:57 PM	 Arizona Zipline Adventures updated their info in the about section.			628 	15 13 	<a href="#">Boost Post</a>
11/21/2020 3:43 PM	 It's a burger eatin', soak up the sun, get outside and explore kind of a			1.3K 	17 62 	<a href="#">Boost Post</a>

# What We've Learned: Call to Action

- In both paid and organic content, it's important that you are clear with what you are asking the audience to do. Call to actions and wording are key to getting the most out of your content.
- Posts with a CTA often receive the engagement they are asking for.
- The organic post we created received 9 link clicks to the AZA website because we guided the audience to that particular section of the website.



131

Post Engagements 🌐

**54 Reactions**

39 On Post

15 On Shares

**9 Shares**

9 On Post

0 On Shares

**7 Comments**

4 On Post

3 On Shares

**61 Clicks**

4 Photo Clicks

9 Link Clicks

# Part 3:

SMART Goals, Marketing  
Platforms & Final  
Recommendations





# *SMART Goals*



## Client's SMART Goals



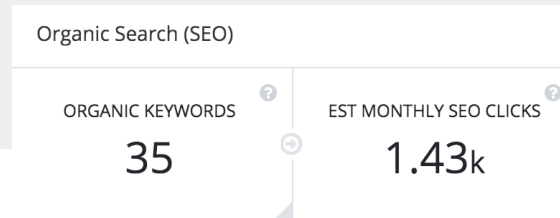
- Increase website clicks from first time visitors.
- Increase the quantity of Facebook ads linked to Arizona Zipline Adventures landing page.
- Increase the number of online sales (ecommerce conversion rate) by 10% by the end of 2020.

## Breakdown of client's SMART Goals

### *Increase the Number of Website Clicks from First-Time Visitors*



- Key Performance Indicator (KPI): Website page views, Audience Growth Rate, Pageviews, Traffic
- Recommended Strategy:
  - ◆ Increase the current number of 35 organic keywords by 10% to include keywords containing titles of surrounding areas, and variations of existing keywords.
  - ◆ Increase the number of partnered backlinks to create a stream of new audience members.






# Breakdown of client's SMART Goals

*Increase the Quantity of Facebook Ads Linked  
to AZA Website and Diversify Content*



- Key Performance Indicator (KPI): Post Rate, Click-Through Rate, Social Visits
- Recommended Strategy:
  - ◆ Links have already been the most successful form of Facebook content, but perhaps diversifying the content that has attached links to include videos, images, etc. will increase engagement further.
  - ◆ Increase the number of clear calls to action on each Facebook post published.
  - ◆ Post daily but be wary to avoid content overlap from over-posting.

Type	Average Reach	Average Engagement
 Link	6,008	432 88
 Video	4,972	400 257
 Photo	1,377	41 66



## Breakdown of client's SMART Goals

*Increase the Ecommerce Conversion Rate by 5% by End of 2020.*



- Key Performance Indicator (KPI): Conversions, Conversion Rate, Social Media Conversion Rate
- Recommended Strategy:
  - ◆ Develop campaign to include percentage off of purchase when booked online via AZA website.
  - ◆ Increase the number of backlinks that redirect the audience to “booking” landing pages.
  - ◆ Develop email marketing campaign to returning customers and new customers who may be willing to sign up.

# Platforms for Optimal ROI



Google Ads



- Facebook has proven to be optimal as the “High-Flying Fun” ad yielded 150 link clicks and the second Facebook post focused on, “Fastest Zipline Thrill”, yielded 278 link clicks.
- Google Ads only had one campaign on record which yielded 155 link clicks.

- Instagram has little footprint thus far in advertising. With 2,589 followers to their competitor’s (Flagstaff Extreme) 3,922. AZA does however, yield more posts and more comments per post.



## Other Recommendations

- Increase presence on Google Ads! The lack of sample size made it difficult to determine its effectiveness so by getting more involved with Google Ads, you can then gauge its success.
- Increase AZA's presence on Instagram! The interaction and engagement that is reflected on Instagram could make it a more useful advertising tool.
- Increase SEO catalog to include more keywords. This will allow for more organic search results!



*Marketing  
Platforms to  
Pursue*



# Platforms that Client is on

- Facebook
- Instagram

**Arizona Zipline Adventures**  
@ziparizona · Recreation Spot

Sign Up

ziparizona.com

Home About Photos More

Promote View as Visitor

### Insights

See All

Last 28 days : Oct 24 - Nov 20

People Reached	34,186	▲16%
Post Engagements	3,490	▲13%
Page Likes	64	▲0%

**Set Your Page up for Success**  
Finish setting up your Page so people can

Arizona Zipline Adventures is at Arizona Zipline Adventures.  
Published by Emily Goff · November 18 at 3:58 PM · Oracle, AZ

Your last chance to experience a Sunset or Moonlight Zipline Tour in 2020 is this Saturday!  
Sign up at [www.ziparizona.com](http://www.ziparizona.com)!

ziparizona Follow

701 posts 2,599 followers 759 following

Arizona Zipline Adventures  
Enriching community and promoting the enjoyment and exploration of the region.  
[www.ziparizona.com/adventures](http://www.ziparizona.com/adventures)

POSTS TAGGED

Platform that  
Client does  
well on

- Facebook is better suited for AZA's demographic
- This graph is taken from the past 28 days (FB Business Manager)
- Facebook is a better consistent choice

#### Trends

Paid Reach ⓘ

12,346 ↑ 100%



Facebook Page Reach ⓘ


31,071 ↑ 4.8%



Instagram Reach ⓘ

3,795 ↓ 24.8%



 See Trends Report

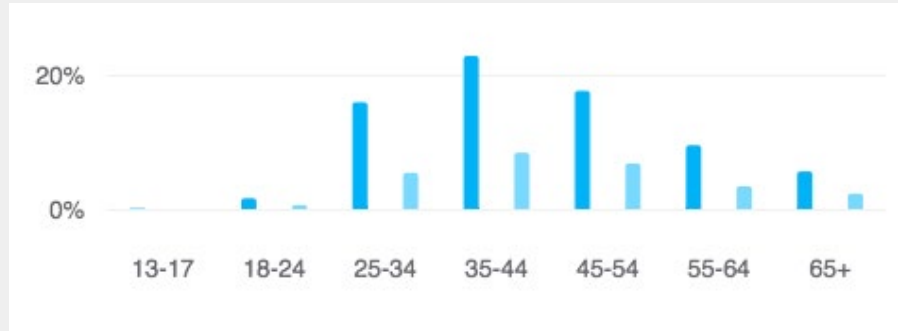
Platform that  
Client will  
have highest  
ROI on

- Facebook
- According to the AZA Facebook Business Suite, AZA's Facebook profile has the most reach, engagement, and goal completions in comparison to Instagram.

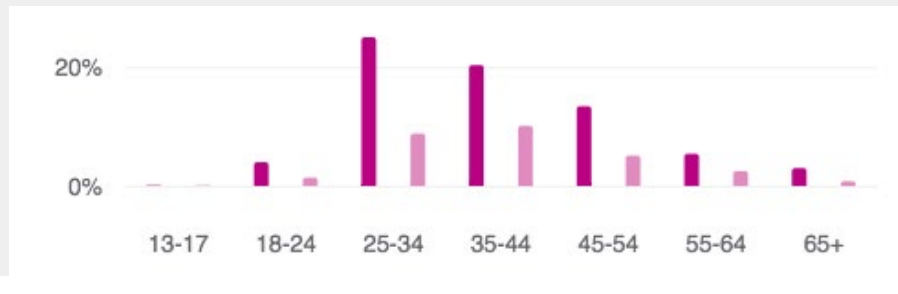
Why do we  
Recommend  
this platform

- The AZA target age demographic is mostly on Facebook

Facebook
















Instagram





## Data for Recommendation

- Over a period of the last 2.5 months, Facebook consistently has higher reach than Instagram

Recent Content ↑↓	↓ Reach	↑↓ Likes and Reactions	↑↓ Comments
 <p>Squad Goals. . . #advent... Tue Sep 29, 11:01...  </p>	11.8K 	123	26
 <p>Who's ready for some M... Tue Sep 8, 11:30am </p>	11.7K 	356	218
 <p>Meet this week's Pepper... Thu Oct 1, 1:42pm </p>	5.9K 	359	142
 <p>Meet this week's Pepper... Thu Oct 1, 1:42pm </p>	3.9K 	223	12

# Data for Recommendation

- Two examples of very successful posts on each platform
- Facebook's reach and engagement outranks Instagram



Arizona Zipline Adventures added an event. November 15 at 5:20 PM · 🌐

**MOONLIGHT ZIPLINE experience**

SAT, NOV 21  
**Moonlight Tours**  
Oracle, AZ  
87 people interested

☆ Interested

👍❤️👍 57 7 Comments

👍 Like Comment Share

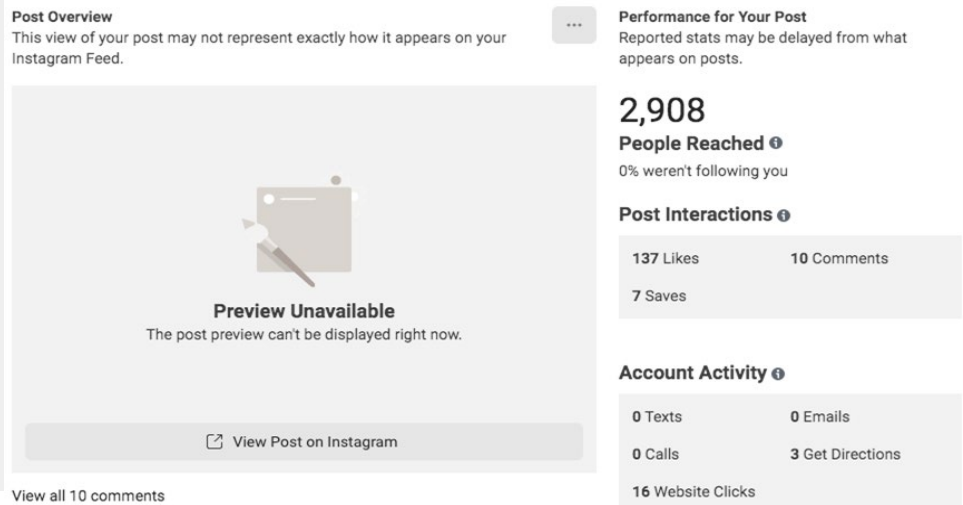
Facebook

**8,998**  
People Reached ⓘ  
0% from boosted posts

8,998 Organic 0 Paid

**473**  
Post Engagements ⓘ

<b>57 Reactions</b>	<b>7 Comments</b>
57 On Post	7 On Post
0 On Shares	0 On Shares
<b>0 Share</b>	<b>409 Clicks</b>
0 On Post	0 Photo Clicks
0 On Shares	158 Link Clicks
	0 Clicks to Play
	251 Other Clicks



**Post Overview**  
This view of your post may not represent exactly how it appears on your Instagram Feed.

Performance for Your Post  
Reported stats may be delayed from what appears on posts.

**2,908**  
People Reached ⓘ  
0% weren't following you

**Post Interactions ⓘ**

137 Likes 10 Comments  
7 Saves

**Account Activity ⓘ**

0 Texts 0 Emails  
0 Calls 3 Get Directions  
16 Website Clicks

Preview Unavailable  
The post preview can't be displayed right now.

View Post on Instagram

View all 10 comments

Instagram



*Final  
Recommendations*

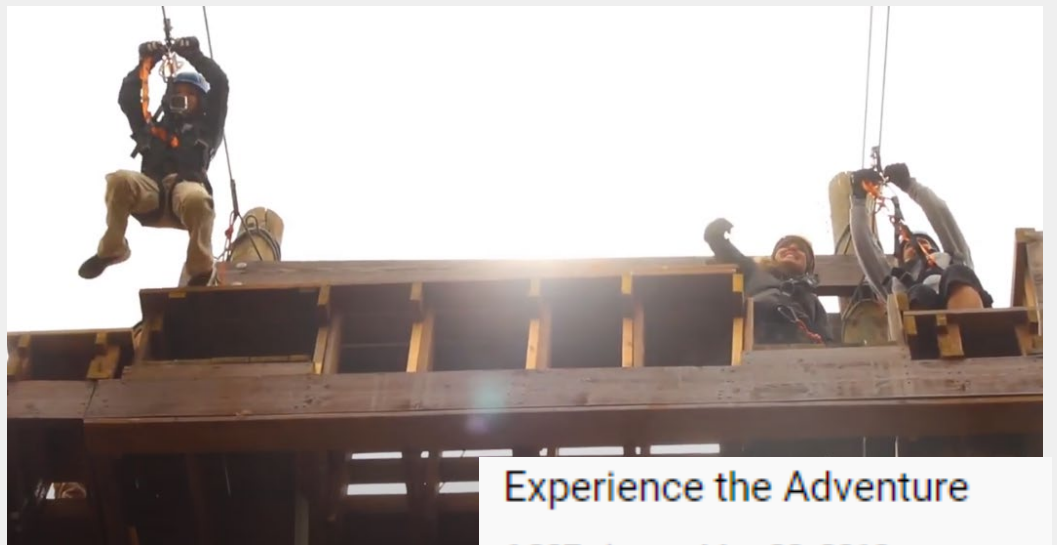


Recommendation

You **Tube**

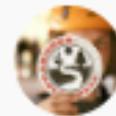
May 23, 2018  
Promotional Video  
6,287 Views

Video content can add value to social media postings, and be used to promote events, policies, and attractions.



Experience the Adventure

6,287 views • May 23, 2018



Arizona Zipline Adventures  
4 subscribers

## Data to backup recom m e n d a t i o n



- YouTube\*:
  - Over 2 billion monthly logged-in users
  - Every day, over a billion hours of video watched and generate billions of views
  - 100+ countries around the world, across 80 languages
  - More than 50% of YouTube views are via mobile phones
  - Interactivity with other social media platforms
- AZA Google Analytics:
  - Mobile Sessions make up 71.73% of sessions total
  - Mobile Users constitute 69.35% of new users
  - Mobile Users comprise of 69.54% of all users

\*Source: YouTube - <https://blog.youtube/press/>

# Recommendation

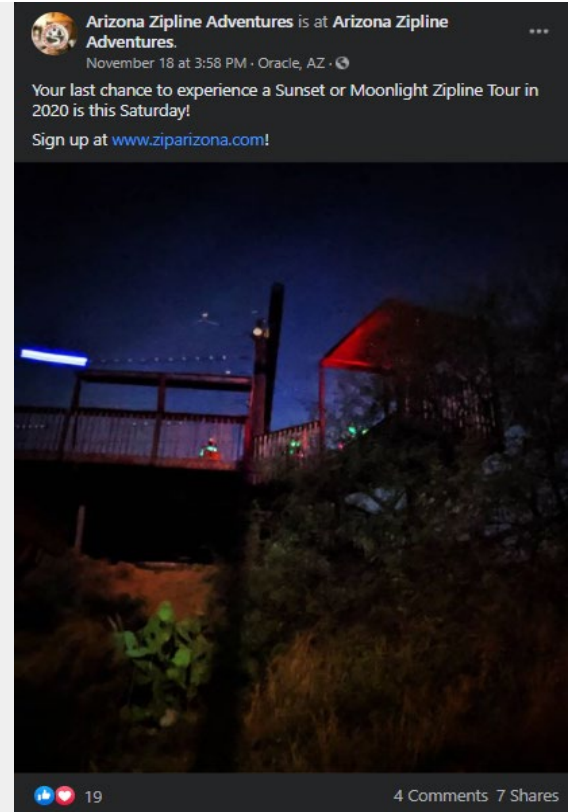
Facebook Live

Conduct Polls

Ask Questions



LIVE



## Data to backup recom m e n d a t i o n



- More than 2 billion people have watched a Facebook Live video.
- Increases social media engagement
  - Audience provides immediate feedback and interactions with business
- Facebook Live videos get 6x more interactions than regular Facebook videos
  - It also boosts your content in the Facebook algorithm

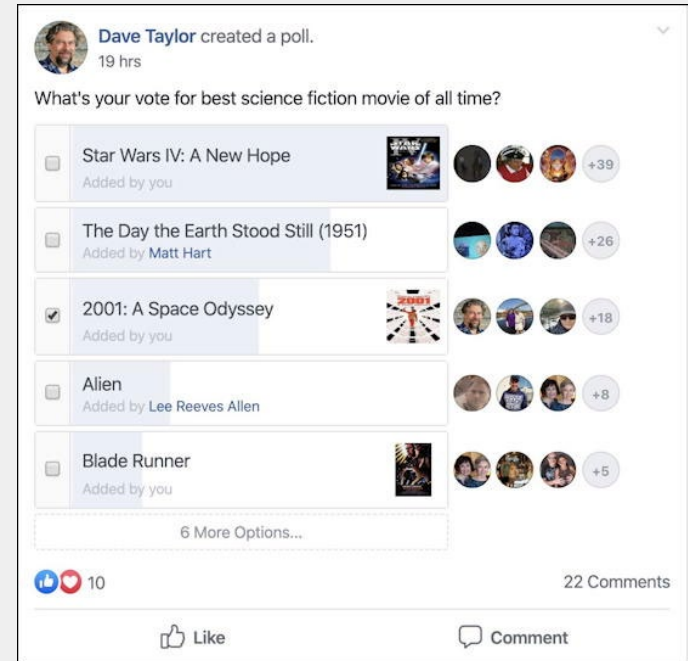
\*Source: <https://blog.hootsuite.com/facebook-live-video/>

# Data to backup recommendation

## Facebook Polls

- Get feedback on your products/services
- Boost traffic and engagement to your social media page
  - People start chatting about the results & opinions
- Content for your page:
  - Initial poll
  - The results from the poll
- Understanding your customers and their interests

\*Source: <https://revive.social/how-to-create-facebook-polls/>





# Data to backup recom m e n d a t i o n

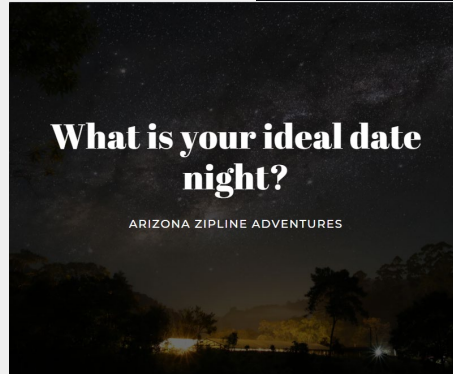
## Audience Questions

Your audience will know you're interested in them as people.

Questions build social reputation and users browsing will see that you engage with your audience and will want to follow.

If someone takes the time to comment, make sure to reply.

\*Source: <https://blog.hootsuite.com/increase-facebook-engagement/>



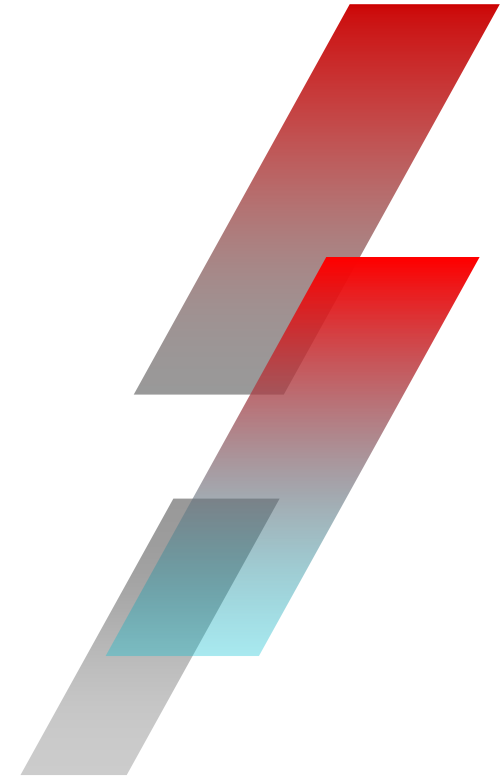
## Final Thoughts



- Continue posting with media
  - Photographs
  - Videos
- Utilize YouTube
  - Create promotional collateral
  - Use with social media
- Engage with the audience
  - Polls
  - Questions
- Use Facebook Live / IGTV
  - Special events
  - Bulletins
  - Giveaways
- Continue Google Ads with customizations
- Achieve a Twitter presence with hashtag



# *Credits*



# Slide Template Provided by



**Deck Titled “Lysander”**

# Image Credits

- **Photographs taken from Arizona Zipline Adventures Website**
- **Other Images from Competitor's content, Canva, and Storyblocks**

**On behalf of Arizona Zipline Adventures 1,**

**Thank you!**

**It has been an absolute honor to create  
content for and work with your business  
for this class.**