



**Client profile:** “Bull Ski & Kajakk AS” (BSK) is located with three stores and one online shop. All three stores are located in

the Oslo/Akershus area. A family named Bull founded BSK in 1975. In 2014 they had a sales revenue of 20 million NOK,

where the online shop contributes to 8,5% of their total sales revenue. Today BSK has a total of 35 employees. These employees are BSK’s main advantage with a high amount of knowledge and experience. They specialise in high involvement product-categories, which comprise of cross country skis, bicycles, kayaks and running. Their domain has existed since 2006, but started without any form for web shop. The domain is <https://bull-ski-kajakk.no/>.

Today there is no website management and no dedicated key online marketing personnel.

BSK has a Facebook-, Twitter- and Instagram-account where they occasionally post content.

An important communication-channel for BSK is through sports club-agreements and WOM.

**Market Analysis:** With increased income and welfare, Norwegians have adjusted their priority of time where leisure time has had a significant increase from 2001 to 2013, according to Norwegian *SSB*. This appears in money spent on sports. In 2013 each Norwegian used (after taxes and fees) in average 419€ in sporting goods. This made Norway the top selling country in Europe regarding sports equipment sales. In comparison Denmark used 176€ and Portugal 55€. Therefore Norway has become a lucrative market for sporting goods. This has resulted in a relatively saturated market. BSK has competition from offline stores as well as broad national and international online B2C shops and organized C2C sales and rental. To meet its competition BSK has a high focus on quality and customer service provided by salespeople with experience from national teams and other top-level sports competitors. BSK has a close relationship with several suppliers, which results in access to the supplier’s exclusive batches. A typical customer is a middle aged male with a passion for sports. He is normally highly educated and established with a solid income. He is loyal to BSK. BSK has four season-based sports. This generates a regular flow of customers through the year, with several returning customers who also tries BSK other sports equipment. Through the online shop BSK reaches to a broader audience, but currently provides a small amount of the total revenue. This may indicate a low knowledge about BSK outside of the geographically natural area. By increasing awareness of BSK to potential customers we hope this may generate new customers. However new customers will generate new potential

competitors, like the rental market and international actors. Today BSK consider “Milslukern AS” as their biggest competitor when compared to BSK’s product category. At the same time there is a huge competition within the low-price sports-retails like “XXL” and “Gresvig”. Based on marketing trends we expect an increase in kayak sales due to the upcoming summer season. The skiing category is decreasing due to an ending winter season. At the same time the sub-category “Rollerski” takes over.

**Current Marketing:** Mainly consists of inbound marketing relying on blogs, social media and other forms to build valuable content. The company's website has been used to present a product portfolio, boost sales and familiarize customers with outdoor sports activities.

Strengths	Weaknesses
Appealing products shots and description	Not SEO optimized for mobile
	PageSpeed Score 46/100 on desktop
	PageSpeed Score 33/100 on mobile
	Website is not conversion optimized

Because of the websites weaknesses, the company need to reduce the server's response time, leverage browser caching and eliminate rendering blocking JavaScript and CSS content, that is visible on the website to become SEO (4/10 PageRank score). Google Analytics reported

Website Metrics  
(Since Oct. 2013)

Sessions	502 000
New Visitors	53%
Returning Visitors	47%
Bounce Rate	31%
Desktop Traffic	56%
Mobile Traffic	24%
Tablet Traffic	19%
Organic Traffic	73%
Google Search	15%
Referral Traffic	6%

more than 993 000 visits and almost 760 000 unique visitors last year (92% Norway). In 73% of visits the traffic comes from organic search and 15% from direct visits.

They also have a SMS, and email-list with more than 9000 subscribes for Bull’s sales offer. More push content can generate more activity throughout these platforms to generate more website traffic. Their presence on digital platforms are weak, and the company emphasize word-of-mouth as one of their most important marketing channels.

Their Facebook page consists of high quality content, but with few references to their website. Bull’s social media

presence on Facebook (4404 likes) and Instagram (749 likes), provides seasonal updates, contact details, and contributes to 3,66% of website traffic. Low bunch rate (31%) indicates high value of site content. **Conclusion** The business itself is very ambitious, however their presence on online media is inefficient. Bull has so far not engaged in optimized SEM or

AW, which allows the business to increase product and brand awareness and attract new customers online and offline.

**Proposed AdWords: Strategy Objectives and KPIs** the primary goal of AW marketing will be to create brand awareness to increase sales and reach out to new customers. In order to reach predefined goals we have distinguished six campaigns, each with several AG.

Campaign	Brand Awareness	Kayak	Kayak Brand	Kayak Accessories	Rollerski	Rollerski Accessories
AdGroups	About us Workshop Stores	Sea Kayak Flat-water kayak Reconational-kayak Fishing kayak Cano	Wilderness systems Epic Bullet Commander	Paddle Flat Paddle Wing Paddle PFD Clothing Safety Accessories	Swenor Marwe Swix Skigo KV+	Accessories
Display	Desktop + Mobil	Desktop + Mobil	Desktop + Mobil	Desktop + Mobil	Desktop + Mobil	Desktop + Mobil

We are only going to focus on kayak, rollerski and accessories due to strategic choices in terms of budget and time, therefore we chose to not focus on running and bicycles. To reach the brand awareness goal we have proposed a campaign that aims towards both customers that seeks to buy kayak for the first time, those who are familiar with the sport, and enthusiast rollerski athletes. The estimated goal is to achieve a CTR score of 2%, and an average CPC on 0,7\$. To achieve the set target, we would have to generate close to 100.000 search impressions along with 2000 clicks in total. To attract new customers there will be a campaign for those who actively search for a specific kayak brand BSK offers, and those who are new to kayak in general. For the rollerski campaign our aims are towards the rollerski enthusiast athletes. The accessories campaign aims to those who bought kayak or rollerski and who need equipment. For each AG, we will have three text ads, and contain between 5-20 keywords. We will use ad extensions with all features to achieve the best possible quality score, except for app-extensions. Search campaigns will be optimized daily during the campaign period. Planner and search term report will be used to find new keywords to capture new search and reveal search behaviour. All campaigns will be geo-targeted to Norway, but we will also experiment with ads for Trønderlag and Nordland. The ads will be optimized for mobile, but BSK's website is not responsive. Due to the increasing number of searches on mobile devices, we still want to develop mobile campaigns. It's beneficial to

enable mobile ads to reach users at the exact time they are searching, and with remarketing we can reach out to people after they've visited our website.

Week	3Budget Split		Brand Awareness	Kayak	Kayak brand	Kayak accessories	Rollerski	Rollerski accessories
	%	Amount						
1	17%	52,5\$	7,5\$	13,5\$	9\$	7,68\$	11,23\$	3,6\$
2	30%	65\$	7,5\$	17,25\$	11,5\$	9,78\$	14,37\$	4,36\$
3	53%	122,5\$	7,5\$	34,5\$	23\$	19,55\$	28,7\$	9,2\$
Sum	100%	250\$	22,5\$	65,25\$	43,5\$	37,01\$	54,3\$	17,4\$

**Budget:** Our strategy is to use as little money as possible on a broad amount of keywords to determine what is most effective, and eliminate keywords with low CTR and impressions. Our aim is to enhance quality score while not lifting the bids. Therefore the first week is been allocated the least amount of the budget. We will use CPC bidding, while clicks and impressions will be monitored during the first 50 hours. The second week we estimate to use 30% of the budget. This week we will remove the keywords that are performing low on CTR and impressions. The season peaks in the month June/July therefore we dedicate 53% of the budget as close to this period as possible. After eliminating keywords we aim to have ads with favourable CTR and impressions. Throughout the campaign period, the brand awareness campaign will have the same budget split, to boost the impact on the other campaigns. The main focus will be on rollerski and kayak campaigns because these product categories historically generate the most sales. Manual bidding will be used throughout the campaign for greater control over cost, and for more freedom to optimize the ads. Each AG will contain 3-4 ads that will be rotated manually for most of the duration. Success of the campaigns will be assessed through GA data. Keywords for each AG will be found based on Google Trends, GA and Keyword Planner as well as the website and BSK salespeople. Most of the words will start with phrase match due to product names and terms with less relevance. In this way our ad will show only when typing the product name (“WS Tsunami 160”) or when including a typical word for the sport (“wing paddle”). Words with less misinterpretation will have broad match. In general negative keywords will be used to reduce irrelevance.

#### Sample ad copies

Contact Bull Ski & Kajakk

[bull-ski-kajakk.no](http://bull-ski-kajakk.no)

Need help to choose your next kayak, bicycle or ski?

Bull Ski & Kajakk - Let our professionals guide you.

[bull-ski-kajakk.no](http://bull-ski-kajakk.no)

Find your kayak today