

Implementing a Digital Marketing Campaign at a Small Business and Its Short-Term Impact During COVID-19

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ABSTRACT

This project provides a digital marketing consultation at a small business and breaks down all of the necessary steps to accomplish the business's goals. First, the market and competitor analyses determine the needs of the market's consumers and how Techwise sits in the market among its competitors. Next, the initial meeting with the Techwise determines the goals of the company and the specific goals of the digital marketing campaign. The following sections breakdown the rationale for Techwise's new website and the SEM campaign. Then, the effects of the Coronavirus help paint a picture of how Techwise encountered a unique opportunity. Once the campaign concludes, each component of the campaign undergoes analysis. Afterward, a final client meeting evaluates the new standing of Techwise and the initial goals of the campaign to determine its success. Lastly, the concluding takeaways provide a review of the overall experience of conducting a digital marketing campaign for a small business during COVID-19.

INTRODUCTION

Techwise Computers LLC is an Authorized Apple Reseller and Warranty Center located in Waukesha, WI. Techwise offers the service and sales of all Apple products. This small business has been open since 2008. In the last 12 years, they have periodically tried out radio marketing and email marketing, but they have not been satisfied with the success when assessed with the cost. They have never done a digital marketing campaign, but they know there is an opportunity to take advantage of those services. Additionally, they have not updated their website in years. To address these problems, a digital marketing specialist will use industry concepts and skills to help Techwise grow their business. Digital marketing is a relatively new marketing industry that many companies identify as a valuable tool in bringing their goods/services to consumers in a very targeted manner. However, many small businesses have not taken advantage of this tool due to "lack of knowledge and lack of needed skills," as stated by Techwise's Owner. This project will break down every stage of the digital marketing consultation of Techwise. The overall goals of the campaign are to grow Techwise's digital presence, customer base, and business as a whole.

MARKET AND COMPETITOR ANALYSIS

Market Analysis

In order to effectively execute any marketing campaign, one must understand the market where the target consumers reside and the firms competing for the same consumers. According to Techwise's Google MyBusiness account, there is a population of 1,810,000 in a 15-mile radius from its location in Waukesha, WI (Google, 2020). From this population, Techwise will be specifically targeting those who are Apple users. According to a study completed by the CNBA All-America Economic Survey in 2017, 64% of Americans own an Apple product with the average household owning 2.6 Apple products (Liesman, 2017). Applying this statistic to the described consumer radius, Techwise's target market for Apple service and sales encompasses 1,158,400 people.

A growing submarket of Apple users are Millennials and the older members of Gen Z who are now starting to enter the workforce. For example, MBLM conducted a study in 2018, where they analyzed over 54,000 brands and 6,000 consumers to measure brand intimacy. In this study, they found that millennials have the strongest emotional bond with Apple over any other company. Additionally, Vanson Bourne conducted a study in early 2019 where it found that 40% of college students are currently using a Mac, and 83% of those students want to continue using a Mac when entering the workforce (Vanson Bourne, 2019). Furthermore, the study also found that 71% of college students prefer a Mac over a PC. Interestingly, 31% of college students prefer using a Mac, but they are currently not using one. According to the study, the main deterrent for college students not using a Mac is the higher price

point. However, when these college students enter the workforce, they will have a higher income to spend on a computer. If they have more money to spend, they seemingly may switch over to a Mac. Between these two studies, it shows that the younger generations value and prefer Apple and its products.

Competitor Analysis

The market of selling and servicing Apple products is dominated by two leading firms, Apple and Best Buy. In Techwise's target radius, there are four Best Buys and one Apple store. Additionally, throughout the United States, there are other independent dealers like Techwise. However, the other independent dealers closest to Techwise are located in Madison and Appleton; therefore, they are outside of Techwise's consumer radius. Best Buy does not solely deal with Apple products. They have a vast array of products that they offer to sell and service. Their most significant strength is the ability to offer a more extensive inventory of products and have price flexibility to offer discounts and deals. Conversely, they lack the expertise to provide their customers with the best information when it comes to Apple products. In simpler terms, their product and service offerings are too broad to specialize in Apple products. Due to this significant weakness, the biggest competitor to Techwise is the Apple Store.

To understand Techwise's largest competitor, the digital marketing specialist conducted a SWOT analysis. Apple stores also share Best Buy's strength of increased product availability and price flexibility due to their relatively high margins on their products. Apple has the strength of brand awareness with its large marketing budget. Moreover, they have the clear benefit of producing the products that this market is selling and servicing, and the other corresponding benefits that follow. Nonetheless, the major weakness of Apple stores is that they are often swamped and have long wait times for appointments. For instance, if a customer needs to get their MacBook serviced and set up an appointment, they often have to wait a week to get their MacBook checked. Then they have to wait for the repair to take place. Additionally, another weakness of an Apple store is that they do not offer the same level of expertise as many of the independent dealers, like Techwise. Apple always has the opportunity to open more stores to compete with these independent dealers further and hinder its price flexibility and product availability. Although not even Apple can afford to have a store every 50 miles of American soil; therefore, independent dealers will always be able to take some of Apple's direct customers. The threat that Apple has and knows about is that they have too much demand to handle, which is why they often have long wait times. When this happens, customers have to go somewhere else due to the benefit of shorter turn-around time. Apple knows they have this issue, and they use a unique method to combat it.

As mentioned earlier, Techwise is an Authorized Apple Reseller and Warranty Center. Apple allows independent dealers to earn and use these labels to help take their unsatisfied demand. These independent dealers work with Apple when it comes to warranty repair and product inventory. Apple goes even further to recommend them to customers that contact Apple's customer service for help. The relationship between Apple and Techwise is quite complicated. On the one hand, Apple stores are Techwise's most significant competitor when it comes to offerings and market share. On the other hand, Apple acts as a partner with Techwise, working together to accomplish the same goals.

INITIAL CLIENT MEETING AND INTERNAL ANALYSIS

Techwise's Current Status

The first step of any successful marketing campaign is to discuss the business objectives and goals so that the campaign can correspond with them and specify the goals for the marketing campaign. The digital marketing specialist sat down with the company's president to understand the current standing of Techwise and where they want to improve. Techwise consists of three employees, including the president, who primarily works remotely. The other two employees are certified computer technicians who have mainly worked on Apple products for most of their careers. The main reasons as to why their customers choose them over their competitors are their superior expertise, quicker turn-around times, and relaxed atmosphere. Business professionals and people over the age of 40 currently dominate their customer demographic. The older demographic enjoys Techwise's expertise and willingness to help them with any sized problem that they have. Business professionals value Techwise's quick turn-around times and trusted expertise since their work requires their Apple products. Their superior expertise and customer service results in a high repeat customer rate. In addition to the personal customer, Techwise supports firm-level customers as well. Some of their clients include Generac, Waukesha School District, and Marquette University. These customers value Techwise for their service capabilities and expertise. All in all, Techwise has about 106 invoices per month based on the last two years of business. In the spring months, where the marketing campaign will take place, Techwise averaged about 87.5 invoiced per month. These statistics will act as a baseline for analyzing the digital marketing campaign's success.

Internal SWOT Analysis

To get a wholesome outlook on Techwise's position in the industry, the digital marketing specialist conducted an internal SWOT analysis. The main strengths of Techwise are their expertise of Apple products due to their years of experience and knowledge, quicker turn-around times, and the ability to allow walk-ins. Techwise also offers free consultations for service. Many other independent dealers charge an initial fee to have a product inspected. Techwise's weaknesses include a lack of overall company awareness, a relatively lower working capacity, and a lack of focus on increasing service capabilities on iOS products, like iPhones and AirPods. Some opportunities that Techwise has to become more successful are expanding their iOS device service capabilities to satisfy a more substantial proportion of the market's demand and operating an efficient marketing plan to let more people know they exist and find new customers. The main threat to Techwise is its large competitors opening new locations closer to them and taking away more of their local market.

Goals of the Campaign

The next step in determining the appropriate marketing plan is to establish how Techwise wants to improve. The company president acknowledged that he knows that Techwise is missing out by not being active in digital marketing and social media. Furthermore, Techwise's website has not changed for numerous years. He recognized that Techwise could reach the younger consumers that they want through these platforms. However, the lack of knowledge for these tools has deterred Techwise from being digitally active. Another issue that Techwise needs to address is the unpredictability of their workload. There can be days where they will have no customers for multiple hours, and then they will get five walk-ins all at one time. A system needs to be put in place to schedule a couple of appointments each day so that they can have a better idea of what category of service is needed before they walk in the door. This addition will help provide a more predictable workload while still being able to offer walk-in service.

After considering the internal analysis and desired improvements, a digitally-focused marketing campaign will work best to take Techwise to the next level. One of the main problems of any digital marketing campaign at a small business is the amount of money available for a campaign budget. Therefore, this issue will push the campaign to operate as efficiently as possible. The main goals for the digital marketing campaign are rebuilding Techwise's website, increasing traffic to this website, creating an appointment calendar that is accessible online, and running a Search Engine Marketing, or SEM, campaign using Google Ads. The new website should also include a detailed contact form so that users can contact Techwise for specific issues and questions. By keeping the campaign's budget as low as possible, the SEM campaign will use a PPC, or Pay Per Click, method of budget, where Techwise only pays to run ads on Google when a user clicks on their ad. The described digital campaign should fulfill Techwise desired improvements at a relatively low cost.

WEBSITE REBUILD RATIONALE

A company's website is the business's second form of identity. In most cases, the website makes the first impression with a potential customer. Techwise's current website reflects a dated, wordy impression. Therefore, it is essential to have a well-designed website that provides the appropriate information in a pleasant, efficient way. For a website to achieve this goal, it must meet the following standards: Designed for Usability, Conversion-Centered Design, Answers the Three Questions, Mobile-First Design, and High-Quality Webpage Elements (Larson and Draper, 2018).

Designing for Usability

The new Techwise website needs to consider the end-user in all facets of the design. Designing a website for usability means simply designing it so that it is easy for the end-user to navigate. The website should follow a visual hierarchy on every page. In other words, the page's most important information should be at the top of the page and the least important at the bottom. When thinking about how newspapers formatted their pages, the most critical headline was on the top half of the first page of the paper, or the front-fold. The same concept takes place when making a website. Next, pages and sections of pages need to be clearly defined so that it is easy to distinguish the different pages and sections. Having this will make the website more manageable for the user to scan the information and scroll when on a mobile device. Additionally, it is crucial to have a simple design to eliminate any distractions that take the user's attention away from the information that they should be apprehending. It is also imperative to make clickable items obvious. If text boxes take the user to a different page or section when clicked on, then the user should be able to see that before clicking on the item. Distinct clickable items can be constructed

by making those items boxed and in a different font. When building the landing page for a campaign, this is especially important to diversify the call to action item.

Conversion-Centered Design

The next guideline that is vital to a website is to have a conversion-centered design. When a user enters a website, the first thing that draws their attention should be a conversion-focused button. This button should direct the user to the goal of the website. As mentioned earlier, this goal should be clear to find by having a sleek and simple design. Next, the website should establish its credibility so that the user is confident that they can trust the business. For Techwise, their Authorized Apple Reseller logo sits on their page menu.

Answering the Three Questions

When someone enters a website's homepage, they should be able to answer three questions. First, what is the business offering? The new Techwise website answers this halfway through the "front-fold" by stating that they offer the service and sales of Apple products by having an elite level of expertise while providing a more personable experience than an Apple store. Second, why should the user choose Techwise? The expertise section of the homepage states that Techwise has the top-of-the-line knowledge of Apple products, a relaxed, personable atmosphere, and they are authorized by Apple to work on their products. Third, what should the user do next? This question fits into having a conversion-centered design. The call to action for Techwise is setting up an appointment for a free in-person consultation. The button to do this is in the front-fold of the website and also in the page menu. Throughout the entire website, the wording focuses on promoting in-person shopping and service experience. The main goal of the website is to direct the user to visit Techwise.

Mobile-First Design

According to Oberlo, as of March 2020, about 52% of all web traffic comes from mobile phones (Oberlo, 2020). In March 2011, this statistic was at 4.7%. Due to this trend of browsing the web using phones, websites need to be mobile-friendly. Many website developers will first design a website on a mobile platform and then work their way up to a desktop. The main focus of the mobile-first design is ensuring easy scroll-ability. The user should be able to scroll down a webpage without zooming in and out and apprehend the different sections of each page. Mobile design for a website again stresses a simple, sleek design that is easy to follow.

High-Quality Webpage Elements

Lastly, Techwise's new website must have exceptional webpage elements. To avoid distractions and maintain continuity, there should be a balanced, consistent color scheme that incorporates the Techwise logo. All relevant trust symbols should be included in the appropriate place so that the user recognizes that they are considering a reliable business. Techwise's Apple Authorized Reseller trust symbol is on the menu so that it continually notifies the user. Accurate contact information is another critical element of any website. Techwise's new website has its contact form and contact info at the bottom of the home page and is also accessible from the page menu. Images are essential to grab a user's attention. However, the images must be of high quality; otherwise, they will negatively grab the user's attention and produce a wrong perception of the website and business. The new website has many images of the inside of Techwise, and they are all high-quality. Perhaps the most crucial website element for a digital marketing campaign is having a dedicated landing page for an SEM campaign. This page should drive the business's desired conversion and also reflect the offerings of the ad. Techwise's conversion is lead generation through free consultation appointments. The dedicated landing page for Techwise is the homepage, where it leads the user to the free consultation button while additionally presenting Techwise's offerings. Combining these elements and all the other described guidelines will improve Techwise's online perception and functionality.

SEM CAMPAIGN RATIONALE

Google MyBusiness Account

Now that Techwise has a functional website that will drive users to their store, the next step is to build up their presence on Google. Google owns 92.18% of the search engine market share (Mohsin, 2020). To conduct a search engine marketing campaign, Google is the dominant player in the field to utilize. The first objective of this stage of the campaign is to update Techwise's Google MyBusiness profile. Google MyBusiness allows businesses to create and edit the side panel that appears when Techwise comes up on Google searches. This panel on the right side of the search results shows a company's photos, customer reviews, hours, address, and contact information. The back-end allows companies to share where their customers usually come from and what services they provide. These pieces of information help Google rank search results appropriately based on location and relevancy of the search result.

Therefore, Techwise needs to give as much information as possible to rank well for relevant Google searches, otherwise known as search engine optimization (SEO). To ensure the best optimization score for Techwise's organic searches and Google Ads, the digital marketing specialist updated their hours, adding numerous pictures of inside the store, and added an introduction post to display their offerings. By having a comprehensive Google MyBusiness profile, Techwise will again improve its online perception. Having a positive online perception is especially important for a business that sells and services high-end Apple products since the user should expect Techwise to be tech-savvy.

Search Engine Marketing Campaign

The next step is to create the Google Ads campaign. The SEM campaign will help Techwise further compete for rankings in Google searches. Search ads will allow Techwise to display their company offerings and promote a specific call to action to attract a user to visit their website. The budget for the campaign will maximize website traffic through a PPC method, as mentioned earlier. The goal of these ads is to get the user to either schedule an appointment or fill out a contact form on Techwise's website. Techwise's owner determines the budget, and it can be any custom value. For the PPC method, Techwise gets charged every time their ad gets clicked on. Techwise's owner set the budget at \$11.50 per day or \$350 per month. Therefore, on average, \$11.50 will be spent on achieving clicks per day. The number of clicks depends on the cost per click, which is determined by the competition for the keywords that people search for to find Techwise's offering.

Search Ads

Once the budget and its method are determined, the following step is to create the ads. Per *Digital Marketing Essentials*, there should be 2-3 ads per ad group (Larson and Draper, 2018). Due to the simplicity of the budget and online offerings of Techwise, there is only one ad group with three ads for this campaign. Each ad will be a general introduction to Techwise with different unique company offerings in the market. One ad will be dynamic where multiple headlines are automatically filled in according to the searched term that is most relevant to the headline. For example, if someone searches "MacBook repair", then the dynamic ad will display MacBook repair in the headline to better attract the user. In all three ads, the universal call to action will be a free consultation. The keywords associated with these ads will only be Apple/Mac related to deterring non-Apple users from clicking on the ads and visiting Techwise's website. Techwise only sells and services Apple products. These keywords will match the ads with terms people use to search. Also, they need to match information related to and discussed on Techwise's website to rank well for the searches. Lastly, the ads need to have a corresponding landing page. As previously mentioned, the Techwise homepage will act as the landing page, since it intends to give the user a wholesome introduction as to who Techwise is and follow up on the main call to action, setting up an appointment. As the campaign progresses, analytics will present the success and shortcomings of the ad performance. As needed, the digital marketing specialist will tweak the associated keywords to ensure relevant searches and evolve the ad headlines based on what is most successful through A/B testing. Also, the influx of scheduled appointments and contact forms will be analyzed to determine the success of the wholesome digital marketing campaign.

COVID-19 IMPACT ON CAMPAIGN

During this unique time, many businesses had to close or at least alter their business in response to COVID-19. Ideally, this campaign would have taken place during a regular time where there were no externalities to affect the economy significantly. The SEM component of this campaign was supposed to launch March 15th; however, at this time, COVID-19 started to infiltrate the United States, and protective provisions started implementing. There was much confusion as to how it would impact Techwise. For this reason, the SEM campaign was pushed back two weeks to see whether or not Techwise remained open. During this waiting period, Techwise became marked as an essential business; therefore, the SEM campaign ultimately launched March 29th. Although they were allowed to stay open, they had to slightly limit their business to honor the safe-distancing precautions. For instance, only two customers were allowed into the store at one time.

With Techwise remaining open, COVID-19 created a unique opportunity for Techwise. The safer-at-home response to COVID-19 forced most people to work from home, which meant they would be mainly relying on their computers to complete their work. Also, more people would be using their computers for more extended periods. This unique time put computers in a compromised position. People are more likely to realize issues with their computers if they are using them more. People became constrained to fix their computer problems as soon as possible in order to continue working. Consequently, the consumer base of computer-users significantly increased, which meant Techwise's customer base increased as well. Conversely, people were likewise less likely to go out of their homes to follow the quarantine guidelines put in place. Thus, two opposite externalities were impacting

Techwise. In late March, Apple announced that it would be closing all of its retail locations. Techwise's most prominent competitor would be closing its stores, while they remained open. This circumstance created a massive opportunity for Techwise to reach and serve the entire local Apple service market. One could argue that this was a crucial time for Techwise to conduct a marketing campaign to make more consumers aware of their offerings.

CAMPAIGN ANALYSIS

SEM Campaign

As the campaign progressed, decisions were made along the way to ensure a successful campaign. Most of the modifying decisions took place in the SEM portion of the campaign. Google rejected all of the ads proposed at the beginning of the campaign because it infringed on Google's trademark policy. They received rejection because they had Apple terms in the headlines: such as Apple, Mac, MacBook, iPhone, and iPad. Even though Techwise is an Authorized Reseller and Warranty Center of Apple products, Google enforced this trademark policy. The ads were allowed to have these terms in the custom URL links displayed with the ad, but nowhere else. The policy described that the landing page for the ad needed to have specific info to avoid trademark enforcement. From what the policy said, the digital marketing specialist felt that the landing page satisfied the requirements, and even contacted Google to appeal the decision. However, Google upheld the decision, and the specialist had to modify all of the ads to general computer repair terms. These required changes most likely hurt the ads' ranking because the keywords could not be in the headlines. Also, users would not understand that Techwise only deals with Apple products from the ads alone. The Apple-related keywords were kept the same in order to target Apple users solely. Every two weeks of the campaign, keywords ensued additions and removals to better focus the ads with keywords that were relevant and frequently used.

Throughout the campaign, the website was live for one and a half months (March 16th-April 30th), and the SEM campaign was live for about one month (March 29th- April 30th). The SEM campaign generated 156 clicks and 27,800 impressions on the search ads. According to Google, the average cost per click, CPC, was \$1.30, which is slightly less than the average CPC for SEM campaigns. The click-through rate, CTR, was 0.56%, which is quite lower than the average CTR of 2-3%. This failure can be accredited to Techwise competing with Apple for their keywords and not being able to use Apple-related terms in the headlines to better their ads' rankings. Nonetheless, the SEM campaign budget had to be decreased about halfway through the campaign, since Techwise was struggling to handle all of their demand. The SEM budget lowered to \$6.58 per day. Due to this decrease of 50%, the average number of clicks per day also went down by 50%, based on CPC. Overall, the SEM campaign was successful, given the large competitors in the field and the demand that the campaign generated.

Website Rebuild

The website component of the campaign also showed great success. In the month and a half that the website was live, consumers submitted 76 contact forms and scheduled 36 appointments. The contact forms mostly consisted of people having specific repair questions and inquiring about Techwise's capabilities to fix their issue. The appointment schedule only allowed three appointments per day, so that walk-ins were still possible. Therefore, in the month where the SEM component was live, there were 60 possible slots to be scheduled. Three appointments per day, five days a week, for one month. Thus, 36 of the 60 possible appointment slots, 60%, of the appointment slots were filled. Furthermore, 35 of the 36 appointments scheduled, 97.2%, were made by new customers. Thirty-five new customers signing up for appointments is a compelling statistic for the campaign, as the acquisition of new customers was one of the primary goals. One challenge of the website element of the campaign was improving page loading times. Page loading times were not initially prioritized while constructing the website, but it is vital to the satisfactory user experience. Users will not want to wait relatively long periods for a page to load; hence, this issue needed repair. At the beginning of the campaign, the website rated very poorly in terms of page loading speed. Consequently, the digital marketing specialist needed to modify the website's back-end to improve the loading speeds. Specifically, he needed to condense the image and design files used for the website. As these loading speeds are much better now, there is still room for improvement. Despite this issue, Techwise witnessed much success with their new website. Techwise averaged 150 invoices per month between the two months that this campaign took place. In comparison with the same months from last year, invoices increased by 71.4%. While this is a significant change, it is necessary to acknowledge the impact of COVID-19 and Apple stores closing indefinitely. These are definite factors that played a role in this massive increase. Nonetheless, the website proved to satisfy all of the needed website guidelines mentioned earlier.

Insights

One of the great benefits of running a digital marketing campaign is being able to measure the success of the campaign and learn more about Techwise's customers. Using Google Analytics, the digital marketing specialist was able to segment the users that interacted with Techwise's search ads and website and provide Techwise with some useful insights. The SEM campaign attributed 15.1% of all traffic to Techwise's website. The most popular times where the ads were clicked on were 1:00 pm and 8:00-10:00 am. Most of the users that interacted with the ads were in the 18-34 age demographic, and they also had the highest CTR. 45% of website visits came from a mobile device, where 87% of them from Apple products (iPhones and iPads). The importance of having a mobile-friendly website was stressed in the preparation of the campaign, and this statistic backs up this objective. Google MyBusiness was another useful tool when measuring the impact of the campaign. Using Google MyBusiness insights, one could compare the month before the campaign with the month during the campaign. Techwise's profile was listed more often on Google maps and search. Also, customer actions with Techwise's profile doubled in April. Customer actions include direct visits to the website, direction requests, and direct calls. These insights derived from the Techwise Google company listing panel discussed earlier in the SEM Campaign Rationale. All in all, the campaign significantly increased the awareness of Techwise and their online identity.

FINAL CLIENT MEETING

Completion of Goals

After a marketing campaign is complete, it is crucial to reflect on the campaign goals to determine if the campaign was successful. The digital marketing specialist sat down with Techwise's president to discuss whether or not the campaign achieved its goals and what Techwise wants to do next. The digital marketing campaign's original objectives were to create a new website for Techwise, increase traffic to the new website, and create an appointment calendar and detailed contact form, all while maintaining a low budget. The overarching goal of the campaign was to improve Techwise's online presence in order to attain new customers. As discussed in the Campaign Analysis, Techwise's online identity significantly improved during this campaign, and the Google MyBusiness insights prove that. The figures provided by Google Analytics showed that the majority of the users that interacted with the SEM campaign were in the 18-34 age demographic. Therefore, the campaign also helped Techwise reach a younger demographic than its existing customer base. The contact form statistics showed the number of new customers that Techwise acquired from this campaign, while also showing that the contact form was quite successful. Both the contact form and the appointment calendar helped Techwise have a more predictable workload by providing a way for customers to state their issues and repair needs before entering the store. Through these channels of digital interaction, Techwise had a better idea of the issues they needed to resolve before they walked through the door. Being better prepared for the oncoming issues was especially important with the substantial increase in demand that they had. Based on the original goals and objectives, this campaign is a success because all goals were addressed and satisfied.

Outlook

Now that Techwise's first digital campaign is complete, Techwise can reflect on their new standing as a business. Once COVID-19 has run its course, Techwise should retain a more extensive customer base than what they had before. During this unique time, they have started relationships with many new customers, and these customers will realize the benefits of Techwise and choose to do more business with them in the future. Plus, these customers will spread the offerings of Techwise to their friends and spread the awareness of Techwise through word-of-mouth. While Techwise had much success during this campaign, it is still difficult to separate the impacts of the influx of new demand available and the digital marketing campaign. The way I see it, the digital marketing campaign helped guide the demand to Techwise. The higher quality online identity of Techwise, created by the campaign, helped consumers feel more confident in choosing Techwise. Going forward, Techwise's president has chosen to continue with the SEM campaign to differentiate the impact from the COVID-19 externality. Once Apple stores reopen, a more accurate impact of the SEM campaign can be measured. Additionally, we will continue trying to obtain the Apple-related terms in our search ad headlines. Techwise's website will most likely need to be modified to reach this goal for the next stage of the campaign. Overall, this digital marketing campaign was a success, but there is still room to improve the SEM campaign, and this will get addressed in the campaign's next phase.

CONCLUSION

The Rules of Digital Marketing

When evaluating this entire consultation experience, there are few concluding takeaways to discuss. Digital marketing uses the tools provided by numerous companies. For example, Google and Bing provide SEM opportunities, and companies like Facebook, Twitter, and Instagram provide opportunities for social media marketing. To be a successful digital marketer, one has to be able to utilize these tools to the best of their ability. However, digital marketers also have to realize that they are at their mercy when it comes to successfully running a digital campaign. This campaign serves as an example in that one has to follow Google's strict rules to run an ideal campaign. Techwise was unable to use Apple's trademarks in search ad headlines, even though they are an Authorized Reseller and Authorized Warranty Center. Techwise can meet Apple's standards to use their trademarks, but they can still fail to meet Google's standards to use them on their platform. Additionally, Google's rules and regulations are continually changing, and a successful digital marketer must keep up with these changes. In order to be successful in digital marketing, one has to be able to execute an effective strategy while also understanding the limitations and abilities that the specific platform has.

Website Design

Another critical skill for a digital marketer is website design. There are many different tools to utilize to create an acceptable website. To create Techwise's website, the digital marketing specialist utilized WordPress. These tools help make the process easier by avoiding the need to code a website. However, this campaign showed that the ability to code is still somewhat needed to have a useful website. Page loading times are crucial to a website. If a website's page loading times, then the user is more likely to lose patience and leave the site. For this reason, every website needs to strive to have fast loading times. Page loading times are crucial for the user-end interaction, but they are difficult to fix without coding ability. To be a well-rounded digital marketer, one must have a sufficient level of coding ability.

Online Identity

Digital marketing, as an industry, is a growing sector of marketing. As mentioned earlier, most people are finding a business online; therefore, most businesses get initially judged by their website and online identity. For a business to be successful nowadays, potential customers need to have the best online experience possible if they want their business. Let us put it this way; if a business had one salesman that would be in contact with the majority of potential customers, then they would want that salesman to provide the appropriate information in the most pleasant way possible in order to attain new sales. This salesman would be responsible for presenting the company's identity and offerings, and the company will want to present the highest quality reflection of their identity. This scenario directly translates to a company's website, but many small businesses do not make this connection. Small businesses struggle with having a lackluster website that frustrates the user with poor, distracting design, lack of functionality, and outdated information. Small businesses need to value their online identity because it will help them improve their company's awareness by executing a pleasing reflection to online users.

COVID-19 and Techwise

Lastly, as discussed throughout this consultation, COVID-19 played a significant role in the digital marketing campaign. COVID-19 created an excellent opportunity for Techwise to satisfy a large percentage of the local Apple-product market. Across many industries, corporate big-box retailers needed to close indefinitely, but small businesses were able to stay open if they were deemed essential. One has to wonder if small businesses around the nation had a similar experience that Techwise had. Techwise's largest competitor, Apple stores, was forced to close indefinitely; therefore, Techwise got to satisfy the vast majority of the local market. If other small businesses had the same experience, then they probably also saw significant spikes in revenue and a surge of new customers. April 2020 was Techwise's busiest month in the last couple of years. Again, it is tough to accurately credit the impact of the digital marketing campaign during this unique time. However, this campaign improved Techwise's ability to conduct business online, which is where most businesses went to during this pandemic. This campaign allowed Techwise to make a better impression on the new customers that they reached. Moving forward, Techwise will have to wait and see how their business change after Apple stores reopen. Nonetheless, Techwise should retain a higher percentage of the market than before this campaign and before COVID-19. COVID-19 allowed Techwise to introduce their offerings and market specialties to new customers, with a freshly revamped online identity to help improve their perception as a company.

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