

LIQUID COURAGE



BOSTON, MA
EST. 2010

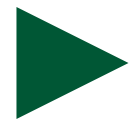
Google AdWords Campaign

Carlos, Avi, Drik, Kelly

CM 519

• **Background**

- Objectives
- Target Audience
- Product
- Keywords
- Sample Ads
- Analytics
- Conclusion



History

- Microbrewery
- Founded in 2010
- Based in Boston, MA
- Start-up culture
- 10 employees

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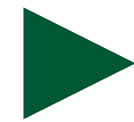
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History



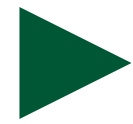
State of the Business:

Strong local following:

~1000 customers, buy **2x**/month at **\$12**/batch

	per month	per year
Sales	\$24,000	\$288,000
Operating Costs	\$20,000	\$240,000
Profit	\$4,000	\$48,000
Profit Margin	16.7%	16.7%

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Sales

Increase sales by
25% : +\$72,000
(~\$360,000)

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Sales

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25% : +\$72,000

(~\$360,000)

▶ **Product Distribution**

License our product to **5-10 establishments**

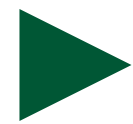
(bars, lounges, or restaurants)

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Customers

Smart

Sophisticated

Young (21 - 35)

Ambitious

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recent college grads



young professionals

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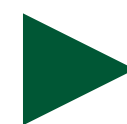
Customers

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Young (21 - 35)

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Establishments

Affordable

Trendy

Near colleges, off-campus

‘Chill’

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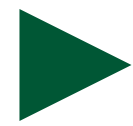
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Craft, Wheat Beer

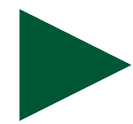


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Positive (inclusions)

beer

alcohol

beerfest

drunk

brewery

“wheat beer”

bar

“micro brewery”

restaurant

“craft beer”

drinking

“boston brewery”

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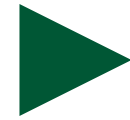


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Positive (inclusions)

Negative (exclusions)

recipes

“beer recipe”

DIY

“how to brew”

homebrewing

“making beer”

wine*

“root beer”

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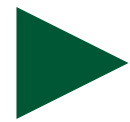


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Top Ads

Boston Craft Beer - Try the latest brew in Boston
www.liquidcourage.com
Great taste. Affordable price.

Taste Boston's best brew - Hit refresh on your beer senses.
www.liquidcourage.com
Experience liquid courage.

Great beer comes cheap - The ultimate brew to fight fear.
www.liquidcourage.com
Boston's newest craft beer is here!

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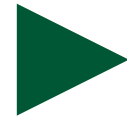


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Top Ads

Side Ads

Boston Craft Beer

www.liquidcourage.com

Try the latest brew in Boston!
Great taste. Affordable price.

Taste Boston's best brew

www.liquidcourage.com

Hit refresh on your beer senses.
Experience liquid courage.

Great beer comes cheap

www.liquidcourage.com

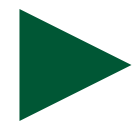
The ultimate brew to fight fear.
Boston's newest craft beer is here!

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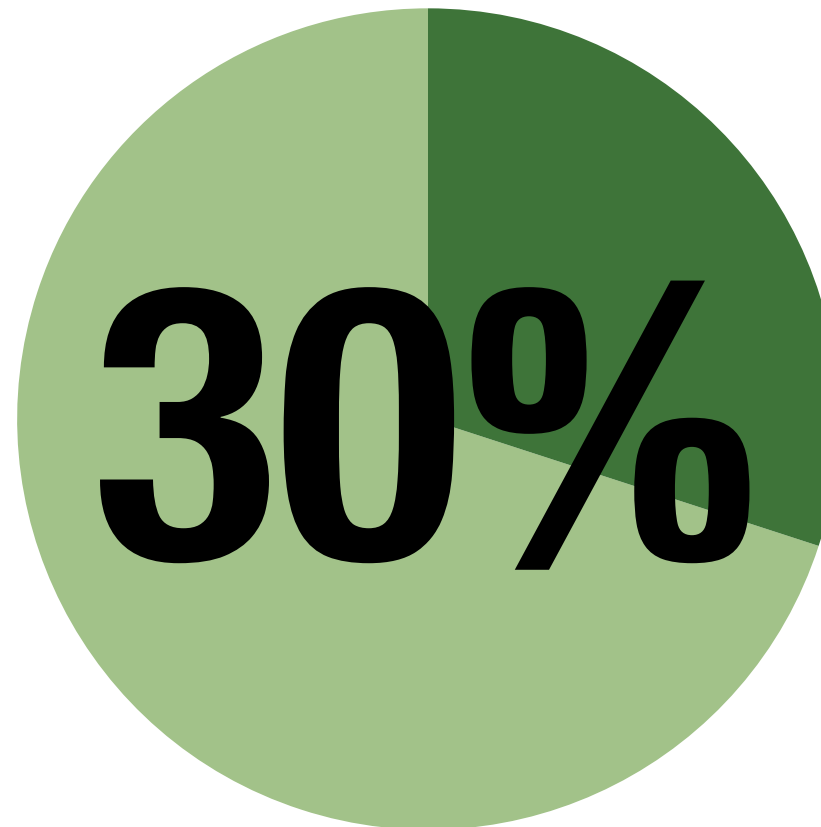
Budget

	per day	per month	per year
	\$40	\$1,200	\$14,400

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of profits

(\$48,000)

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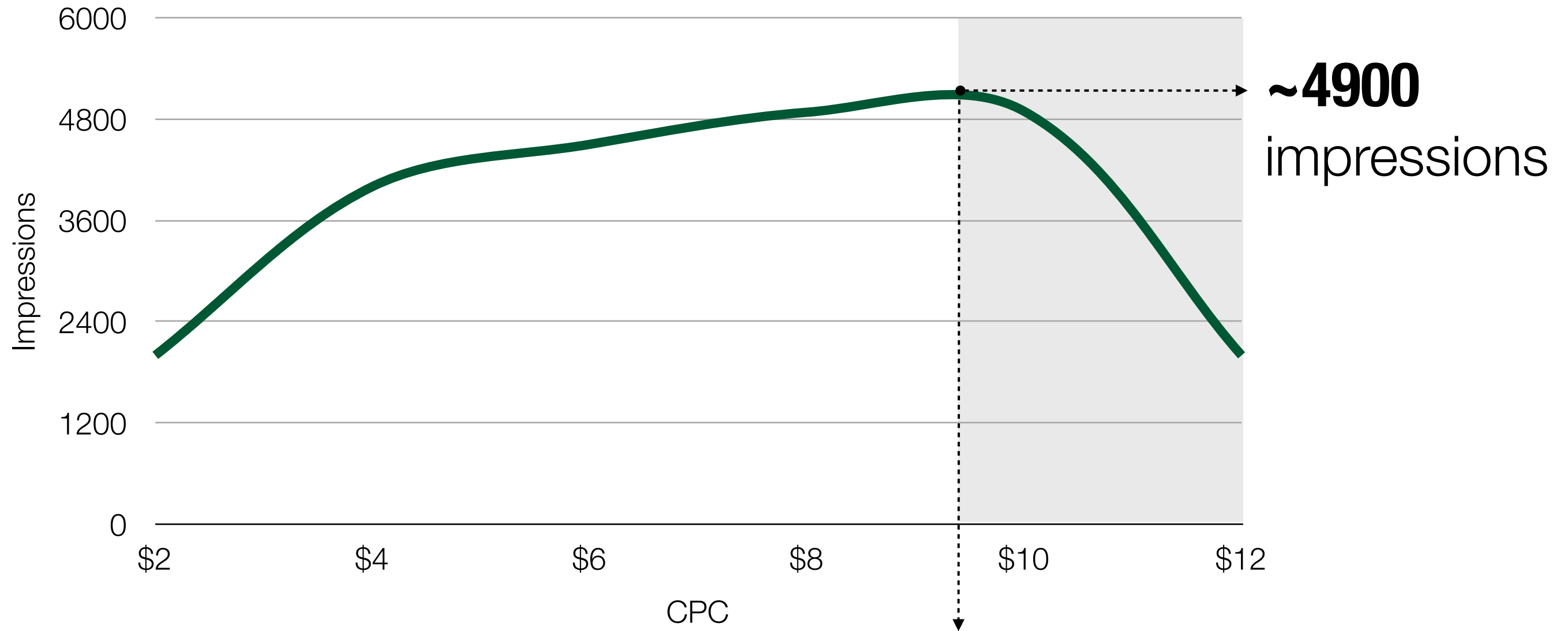
Budget

Cost Per Click

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Max CPC : \$9.61

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Budget

Cost Per Click

▶ **Click Through Rate**

Estimated CTR : **0.3%**

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per day

per month

per year

impressions

4,900

147,000

1,764,000

clicks

14

441

5,292



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Budget

Cost Per Click

Click Through Rate

▶ **(Conservative) Earnings Estimate**

if **50%** of clicks...

(2,646)

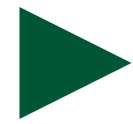
buy or try the equivalent of

1 batch at **\$12...**

only **4** times next **year...**

= \$127,008 (\$72,000)

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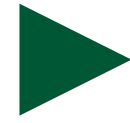
Excellent Beer

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Excellent Beer

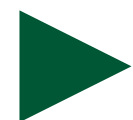
Affordable Price

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Excellent Beer
Affordable Price
Ambitious as its Customers

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▶ **Questions?**

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▶ **Thank you.**