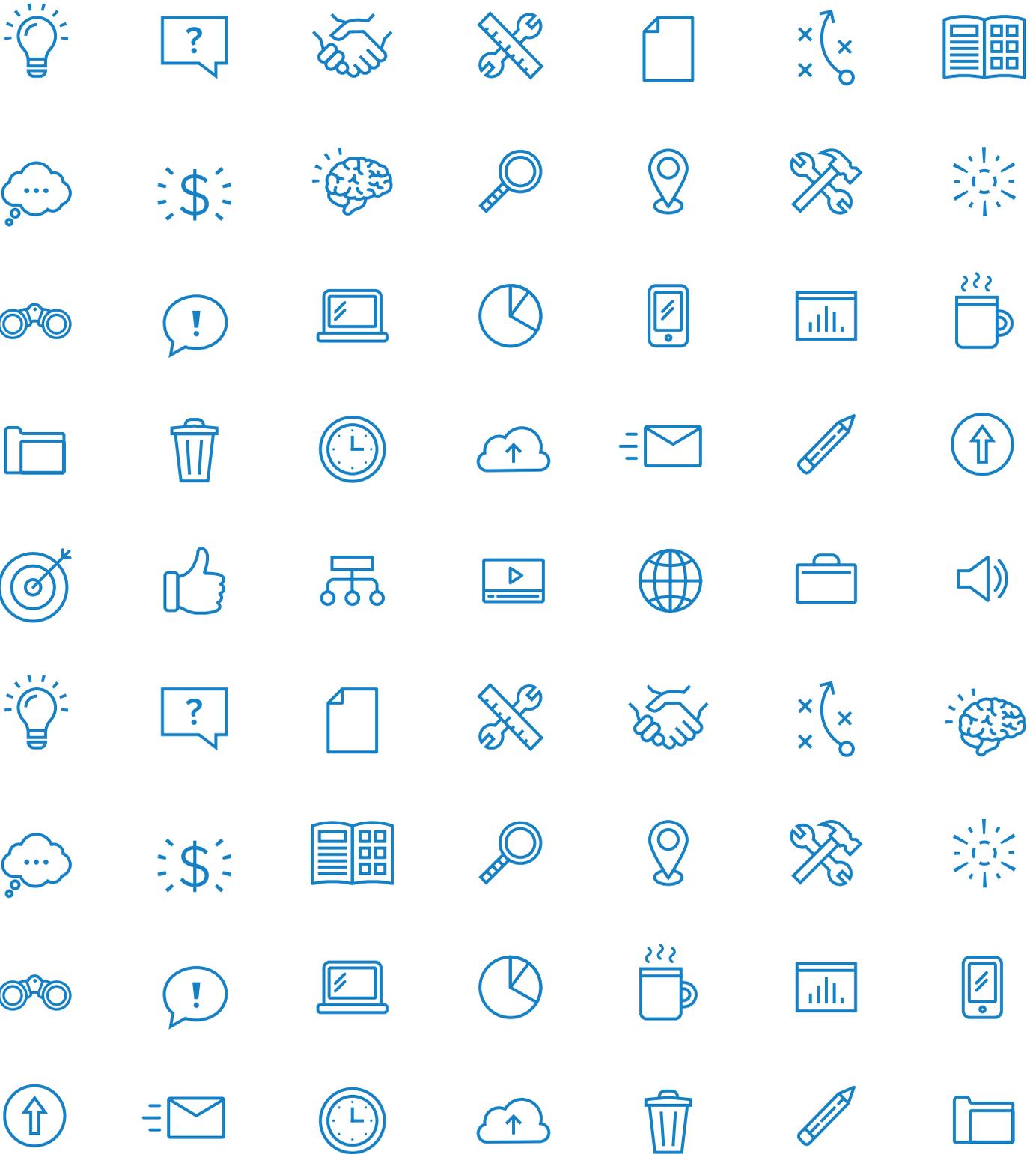




Measuring Return on a Paid Digital Campaign

BARKMAN CONCRETE SUCCESS STORY



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A Concrete Case Study in Brand Awareness and the Customer Journey

CUSTOMER JOURNEY FRAMEWORK

You may have heard marketers and industry leaders speak of the customer journey framework. Sherpa Marketing's President, Marty Fisher, states that;

“The customer journey is a series of steps that can be visually described as a continuum from Unaware to Advocate.”

As consumers move through several unique stages during the path to purchase, it's the marketers job to meet key decision makers and key decision influencers in the **moments** that matter.

B2C and B2B customer journeys generally have steps that are similar in theme; however, the moments within each step vary greatly depending on a multitude of internal and external factors. Effective marketers use data and insights to identify these moments and provide the consumer with what they need at that exact point in time. Sherpa Marketing utilized the “moments” approach on a recent brand awareness campaign for Barkman Concrete, a Manitoba-based industry leader in precast concrete manufacturing for residential, commercial, agricultural and municipal applications.

ABOUT BARKMAN CONCRETE

Since the company's inception in 1948, the Barkman name has been synonymous with beautiful, high-quality concrete products. Their product line is diverse and includes hardscapes (pavers, slabs and retaining walls), landscape kits, site furnishings, precast concrete steps, as well as products for trenching and agriculture applications.

Barkman Concrete's dedication to product quality and their customer-centric approach has resulted in widespread awareness within Manitoba. A recent survey showed that 84% of Manitobans have heard of Barkman¹. While this statistic is impressive, only 13% of Saskatchewan residents could say the same². This presented a great opportunity for Barkman Concrete to engage Sherpa Marketing's expertise to execute a Saskatchewan brand awareness campaign for their “hardscapes” product line.

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of Manitobans
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13%
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residents could
say the same

^{1&2}Prairie Research Associates. Western Homeowner Survey. Prepared for Barkman Concrete. September 15, 2015.

PHASES OF THE SASKATCHEWAN AWARENESS CAMPAIGN

Sherpa laid out the stages and steps of the brand awareness campaign as follows:



1. DISCOVERY PHASE

A select team met with the client directly to learn about their business and industry and analyzed all available data to gain the insights that would drive the campaign strategy.



2. STRATEGY DEFINITION

Based on our findings in the discovery phase, the following campaign strategy was defined:

Drive brand awareness in Saskatchewan, aiming to build a solid brand presence for Barkman Concrete that will compound the benefits of marketing campaigns in future years. Using a digital approach, Barkman will be discoverable and present at every step in the path to purchase. The campaign will target two specific consumer groups:

- Young home owners
- Silver spenders



3. DEFINE THE MOMENTS

To define how and when we would target our audience, Sherpa asked questions such as:

- What is the path to purchase for each consumer group?
- What message will resonate in each moment?
- How can we assist prospective customers with their purchase decision?



4. MEET CONSUMERS IN MOMENTS THAT MATTER

Upon understanding the moments, we defined and executed on the tactics to meet prospects in each stage of their customer journey.



5. MEASURE AND ADJUST

During the campaign, Sherpa has continuously measured the performance of each channel and conducted iterative optimizations (e.g. A/B testing) to ensure consistent improvements across all campaign mediums.

APPLYING THE “MOMENTS” FRAMEWORK TO THE PATH TO PURCHASE

As mentioned previously in *Step 2: Strategy Definition*, Sherpa identified two target consumer groups to market Barkman Concrete’s hardscapes products to:



YOUNG HOME OWNERS

This group contains individuals or couples aged 35-45, who have recently purchased a home and are looking to update their current backyard or, in the case of a new house, build a backyard living area from the ground up.

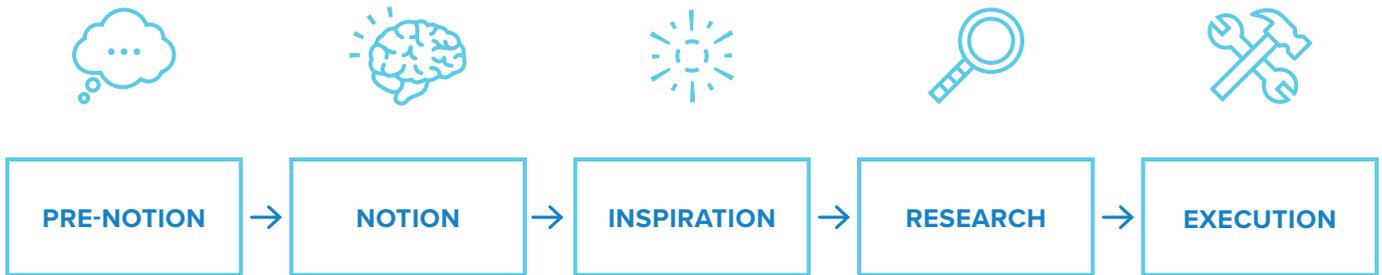


SILVER SPENDERS

This group contains individuals or couples aged 50-70, who are well-established and are looking to undertake a landscaping project.

Although these are two distinct end-consumer groups, their customer journey is similar. The “*Barkman Customer Journey: From Moments to KPIs (Key Performance Indicators)*” chart on the following page defines the customer journey stages, the moments that apply to each stage, the strategies and tactics Sherpa Marketing employed to target consumers, and the key performance indicators used to measure success. A typical customer journey for Barkman’s products is seen below.

END-CONSUMERS



Within each of these stages there are number of moments that take place. For example, picture heading to your friend’s place for a barbeque on a Friday night in July. Upon arrival, you head to the backyard and see a recently completed landscaping project. There are beautiful paving stone paths, retaining walls that

highlight stunning gardens and a cozy fire pit that’s perfect for enjoying a post-dinner glass of wine. Even though you hadn’t previously thought about taking on a concrete project (you were in the *Pre-Notion* stage outlined above), following this “moment,” a precast concrete project could very well be top of mind.

BARKMAN CONCRETE'S CUSTOMER JOURNEY: FROM MOMENTS TO KPIs

PHASE	MOMENT(S)	STRATEGY	TACTICS	KPIs THAT MATTER
Pre-Notion	“Concrete-based backyard projects are not on my mind at all.”	<ul style="list-style-type: none"> Narrow focus on group by determining likely related interests (gardening, food network, etc.). Next, target these individuals by showcasing how a concrete project could compliment these related activities 	<ul style="list-style-type: none"> Google AdWords Search – Related Interests Google AdWords Display – Affinity Categories Facebook Ads – demographic and geographic targeting Blog Posts (SEO initiative) Pinterest Ads 	<ul style="list-style-type: none"> Impressions, social reach, spikes in traffic from referral sources
Notion	<p>“Saw my friend’s backyard ... so jealous!”</p> <p>“I’m not happy with our backyard.”</p> <p>“Springtime.... I’m starting to think about backyard cleanup and gardening.”</p>	<ul style="list-style-type: none"> Establish brand presence when consumers realize they want to improve their outdoor living area 	<ul style="list-style-type: none"> SEO content strategy (blog posts and keyword-rich website copy) to ensure Barkman is discoverable during initial consumer searches. 	<ul style="list-style-type: none"> New website traffic from Saskatchewan, returning website traffic from Saskatchewan, engagement with content pieces (length of scroll, time on page)
Inspiration	“A backyard project is now on my mind. I need to find ideas and inspiration for my project.”	<ul style="list-style-type: none"> Ensure a presence in the channels that consumers will be searching in. Provide potential customers with ideas that “wow” 	<ul style="list-style-type: none"> Send traffic to Barkman Concrete’s “Inspiration” page, which highlights stunning Barkman projects Updated website to include query string tracking Google AdWords Search – Direct search terms i.e. “Best concrete patio designs 2016” Google AdWords Display – Managed Placements and Display Keywords Retargeting website visitors, YouTube pre-roll, placement categories Facebook Ads – demographic and geographic targeting Pinterest Ads – precise demographic and category/interest targeting SEO content strategy: showcase beautiful Barkman builds on the blog 	<ul style="list-style-type: none"> Impressions, social reach, photo views on “Inspiration” page, time spent on “Inspiration page, number of product pages visited, length of scroll on content pieces
Research	<p>“I know what I want ... can I afford it?”</p> <p>“How would this look/ work in MY backyard?”</p> <p>“Who/where/how do I make this happen?”</p>	<ul style="list-style-type: none"> Provide specific information and content that answers consumers’ key questions during their product research 	<ul style="list-style-type: none"> Google AdWords Search – target “how-to” search terms in addition to “find a contractor,” “Saskatchewan concrete contractors,” etc. SEO content strategy: promote “how-to” and product education blog articles and videos 	<ul style="list-style-type: none"> Dealer locator page views, dealer locator searches, time on page for content pieces
Execution*	“I’m at the store making my final decision.” “I’m choosing a landscaper or contractor.”	<ul style="list-style-type: none"> Powerful brand presence at the point of purchase Build relationships with contractors 	<ul style="list-style-type: none"> Continue to dominate the POP displays Landscaper “past work” gallery 	<ul style="list-style-type: none"> Lift in sales

*Not the focus of the awareness campaign

| Results

SASKATCHEWAN ORGANIC TRAFFIC – NEW VISITORS

Since this was the first brand awareness campaign that took place in Saskatchewan, there is no previous paid data to compare results to. That said, Sherpa can examine the change in organic traffic for both new and returning Saskatchewan visitors and compare it to last year. Barkman Concrete did not run any other campaigns in the Saskatchewan region during 2015/2016, therefore any lift in organic sessions can be attributed to increased awareness of Barkman’s brand, whether that be through positive word of mouth, increased presence in Google search results or increased awareness due to Sherpa’s campaign.

When compared to July 18 – September 28, 2015, there was a 14.3 per cent increase in new organic website visitors from Saskatchewan. The 2016 brand awareness campaign has now given Barkman and Sherpa baseline data to compare against future campaigns in Saskatchewan or any new markets that Barkman targets.

NEW VISITORS

DATE RANGE	SESSIONS
July 18, 2016 – Sept. 28, 2016	1,201
July 18, 2015 – Sept. 28, 2015	1,051
PERCENT CHANGE	+14.3%

³ Cost Per Thousand Impressions

⁴ <http://www.stats.gov.sk.ca/stats/population/Censuspop2011.pdf>

⁵ http://www.stats.gov.sk.ca/stats/population/Age_Sex0611.pdf

⁵ The actual number of impressions per person would be higher due to the demographic, interest and geographic targeting that was applied in each campaign channel. These targeting methods narrowed the focus and delivered advertisements to the “young home owner” and “silver spender” target audiences.

BOOSTING AWARENESS

In the Pre-Notion and Notion stages of the customer journey, the primary goal was to increase consumer's awareness of Barkman Concrete and their product offering.

To increase Barkman's brand awareness in Saskatchewan, Sherpa utilized the Google AdWords Display Ads, Facebook Ads and Pinterest Ads platforms. The primary KPI for these stages is impressions and a breakdown of results gathered from each channel is seen in the following chart:

CAMPAIGN	IMPRESSIONS	CPM ³
Display	4,339,422	\$1.87
Facebook	1,279,220	\$5.04
Pinterest	515,155	\$4.03
TOTALS	6,133,797	\$2.71

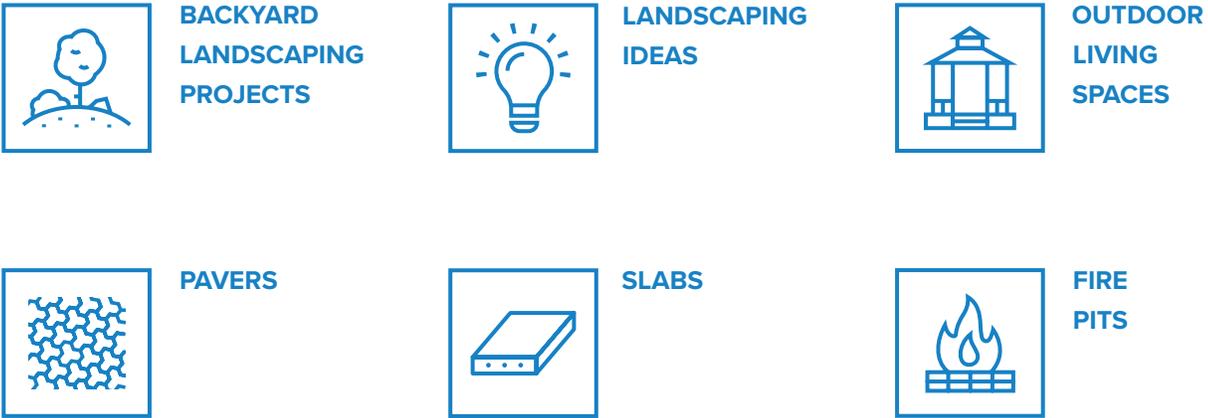
The latest Statistics Canada census data indicates a population of 1,033,381 for Saskatchewan⁴. Once removing children and teenagers from the data, the total adult population that was available to target from Sherpa's campaign was roughly 763,776 people⁵.

From July 18 – September 28, 2016, our campaign delivered 6,133,797 impressions which is equal to having every 20+ year old Saskatchewan resident exposed to a Barkman advertisement about eight (8) times⁶.

Although impressions and reach are important KPIs for brand awareness campaigns, they fail to offer insights on whether prospects and customers are meaningfully engaging with your brand. To gain this understanding, Sherpa looked deeper into the campaign's data and analytics.

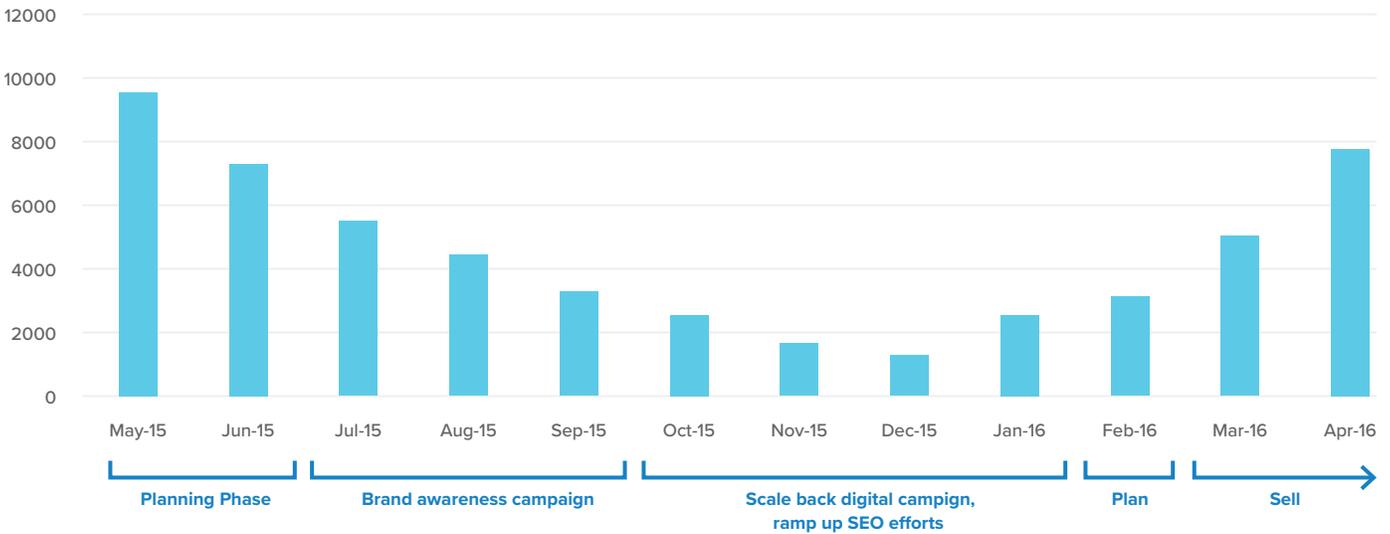
EXTENDING THE SELLING SEASON INTO THE FALL MONTHS

During the discovery stage, Sherpa’s Business Intelligence department analyzed the search term volume trends for hundreds of keywords that pertained to Barkman Concrete’s product offerings. Examples of the search terms that Sherpa ran the search volume analysis on are seen below:



The monthly search volume trends data confirmed the seasonality of Barkman’s hardscapes product line. As expected, consumers are searching for these products the most during the spring and early summer months and less as the summer progresses into the fall and winter. Sherpa used this data to identify five key phases over the next 12 months, which is overlaid over the search volume trends data below:

CONSUMER SEARCH KEYWORDS



Using Google Analytics' "Benchmarking" functionality, Sherpa has compared the Barkman Concrete website traffic that has been generated from organic and paid sources with the averages seen from company websites in the same industry vertical in Canada. Overall, Barkman had much higher traffic than industry benchmarks across organic and paid traffic during all campaign months. Despite the decrease in monthly search volume as we move deeper into the fall months, our display and paid search campaigns have generated an increase in the number of sessions in each month of the brand awareness campaign.

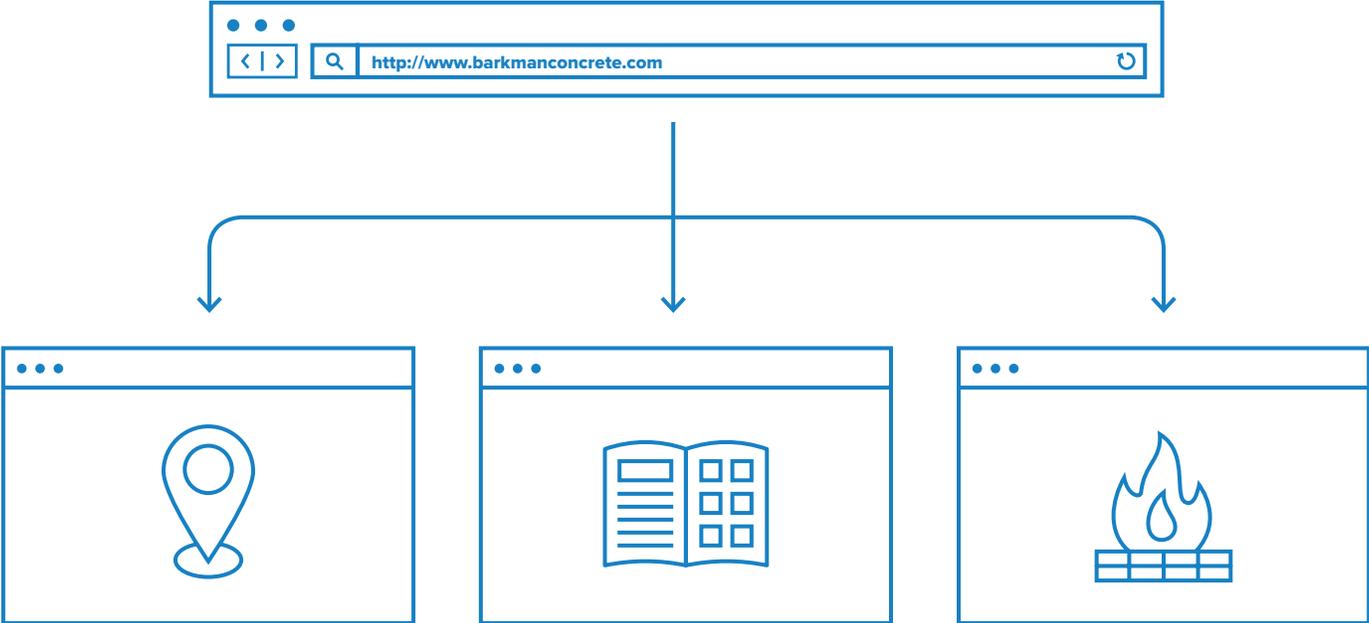
These paid channels drove more potential consumers to the Barkman website at a time when traffic is declining, resulting in an extension in the typical precast concrete selling season.

SOURCE	JULY SESSIONS VS. INDUSTRY BENCHMARK	AUG. SESSIONS VS. INDUSTRY BENCHMARK	SEPT. SESSIONS VS. INDUSTRY BENCHMARK
Organic Search	+315.9% 10,972 vs 2,638	+237.1% 10,628 vs 3,153	+135.2% 6,796 vs 2,890
Display	+255.0% 2,478 vs 698	+252.5% 1,574 vs 1,014	+282.4% 3,786 vs 990
Paid Search	-38.8% 634 vs 1,036	+29.0% 1,522 vs 1,180	+53.8% 1,626 vs 1,057
TOTALS	+222.1% 14,084 vs 4,372	+194.1% 15,724 vs. 5,347	+147.3% 12,208 vs. 4,937

Note: since the brand awareness campaign began July 18th, the two weeks worth of July data has been extrapolated to a full month for ease of comparison between the months of August and September.

Sherpa also analyzed September organic traffic on key website pages and compared it with data from the same time last year. Despite the declining volume of consumer search trends discussed above, the brand awareness campaign has increased Saskatchewan organic traffic to Barkman Concrete’s key website pages. Barkman does not sell direct to the public, therefore their “Find a Dealer” page is where high value conversions occur. Sherpa’s Saskatchewan awareness campaign also drove individuals to Barkman’s “Resources,” “Inspiration” and various product pages to showcase their beautiful product line. All key campaign conversions were tracked, such as dealer locator searches, product catalogue downloads, contact form submissions and user behaviour on the Inspiration page.

COMPARED TO SEPTEMBER 2015 WEB TRAFFIC:



FIND A DEALER
21.52% INCREASE

September 2016 saw a 21.52 per cent increase in Saskatchewan organic traffic to the “Find a Dealer” page – where users can search for Barkman product dealers.

RESOURCES
70.79% INCREASE

September 2016 saw a 70.79 per cent increase in Saskatchewan organic traffic to the “Resources” page – a page that contains several product catalogues and specs sheets.

FIRE PITS
68.42% INCREASE

September 2016 saw a 68.42 per cent increase in Saskatchewan organic traffic to the “Fire pits” page – the primary product line that Sherpa promoted in the awareness campaign.

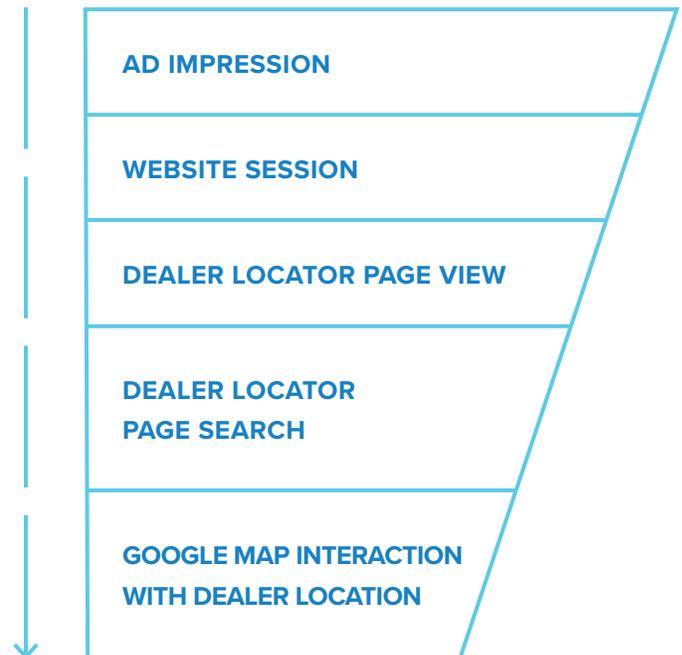
Moving Along the Customer Journey

DEFINING THE FUNNEL AND MEASURING CONVERSIONS

Since Barkman Concrete does not directly sell to the consumer, therefore, Sherpa was unable to measure a product's sale as a conversion. The furthest point in the path to purchase that Sherpa could measure was user interaction with the "dealer locator" page, a page indicating high interest in a product as well as intent to visit a Barkman product dealer. A funnel highlighting acquisition and conversions is seen below.

HOW SHERPA MOVED INDIVIDUALS THROUGH THIS FUNNEL:

- Meet consumers in the "Pre-Notion," "Notion," and "Inspiration" moments by highlighting Barkman's beautiful product line and providing the information that potential customers are looking for.
- Direct these users to specific webpages that correspond to their stage in the customer journey.
- Create a consistent message across all channels (social ads, social posts, Google ads, videos and website content).
- Once on site, drive action to high-value pages through clear and enticing call-to-actions.
- Measure, gather insights and optimize campaigns.



The two final conversions that represented “wins” on the dealer locator page were:



1. LOCATOR SEARCH

A completed locator search where the website visitor has entered their postal code to find the closest retailer to their location.



2. AFTER LOCATOR SEARCH

Or, after completing a locator search, interacting with the Google Maps link, which brings the user to the exact dealer location allowing them to get directions to the store.

Note: Some users may have actually converted without triggering one of our measured “conversion events”. For example, once they execute a locator search, they may know exactly where the listed stores are located. In this situation, the Google Maps link would be unnecessary for the consumer to engage with.

Barkman Concrete also has several product catalogues available for download that highlight various product lines. These downloads signify a deeper product interest and were tracked by Sherpa.

SOCIAL ADS – Gross Spend: **\$8,526.55**

SOCIAL ADS FUNNEL (DEALER PAGE):

IMPRESSIONS	1,794,375	N/A
SESSIONS	2,530	0.14%
DEALER LOCATOR PAGE VIEWS	159	6.28%
DEALER LOCATOR PAGE SEARCHES	110	69.18%
GOOGLE MAP INTERACTION WITH DEALER LOCATOR	5	4.55%

4.35%
Search/Sessions

0.20%
Map Interactions/Sessions

SOCIAL ADS FUNNEL (FILE DOWNLOADS):

IMPRESSIONS	1,794,375	N/A
SESSIONS	2,530	0.14%
FILE DOWNLOADS	37	1.46%

SOCIAL ADS – COST PER CONVERSION:

\$4.75

Cost per thousand impressions

\$3.37

Cost per website session

\$51.36

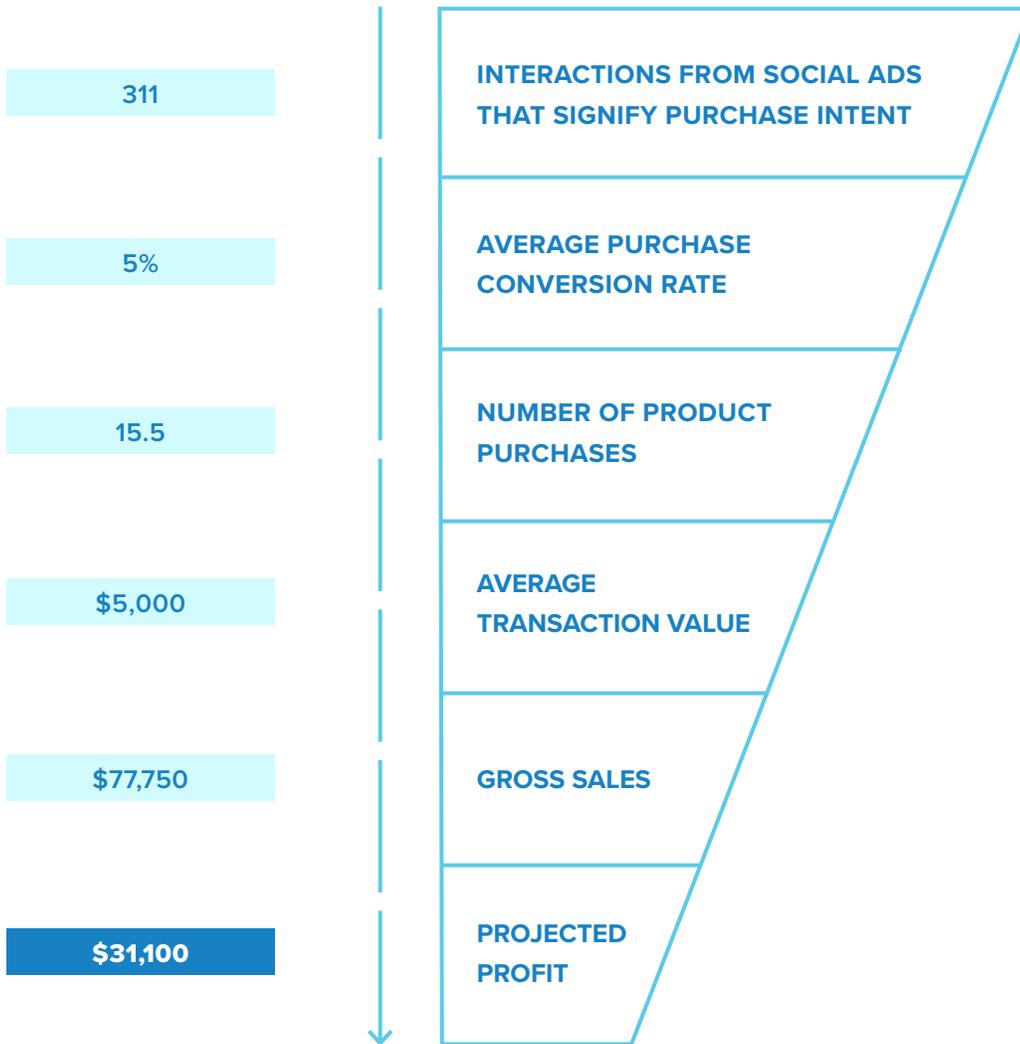
Cost per high quality page view (dealer and resources page)

\$27.44

Cost per high quality action (dealer locator page view, dealer search, map interaction, file download)

PROJECTING CAMPAIGN IMPACT OF SOCIAL ADS

Although increasing sales was not the primary objective of the campaign, we can make sales and profit projections based on the purchase intent conversions that occurred on Barkman’s website. By making assumptions regarding the average purchase conversion rate, average spend on a concrete project, and profit margin (40%), Sherpa has estimated the campaign’s contribution to Barkman Concrete’s bottom line.



GOOGLE ADS – Gross Spend: \$10,545.33

PAID GOOGLE FUNNEL (DEALER PAGE):

IMPRESSIONS	4,466,479	N/A
SESSIONS	8,804	0.20%
DEALER LOCATOR PAGE VIEWS	205	2.33%
DEALER LOCATOR PAGE SEARCHES	118	57.56%
GOOGLE MAP INTERACTION WITH DEALER LOCATOR	16	13.56%

1.34%
Search/Sessions

0.18%
Map Interactions/Sessions

PAID GOOGLE FUNNEL (FILE DOWNLOADS):

IMPRESSIONS	4,466,479	N/A
SESSIONS	8,804	0.20%
FILE DOWNLOADS	182	2.07%

GOOGLE ADS – COST PER CONVERSION:

\$2.36

Cost per thousand impressions

\$1.20

Cost per website session

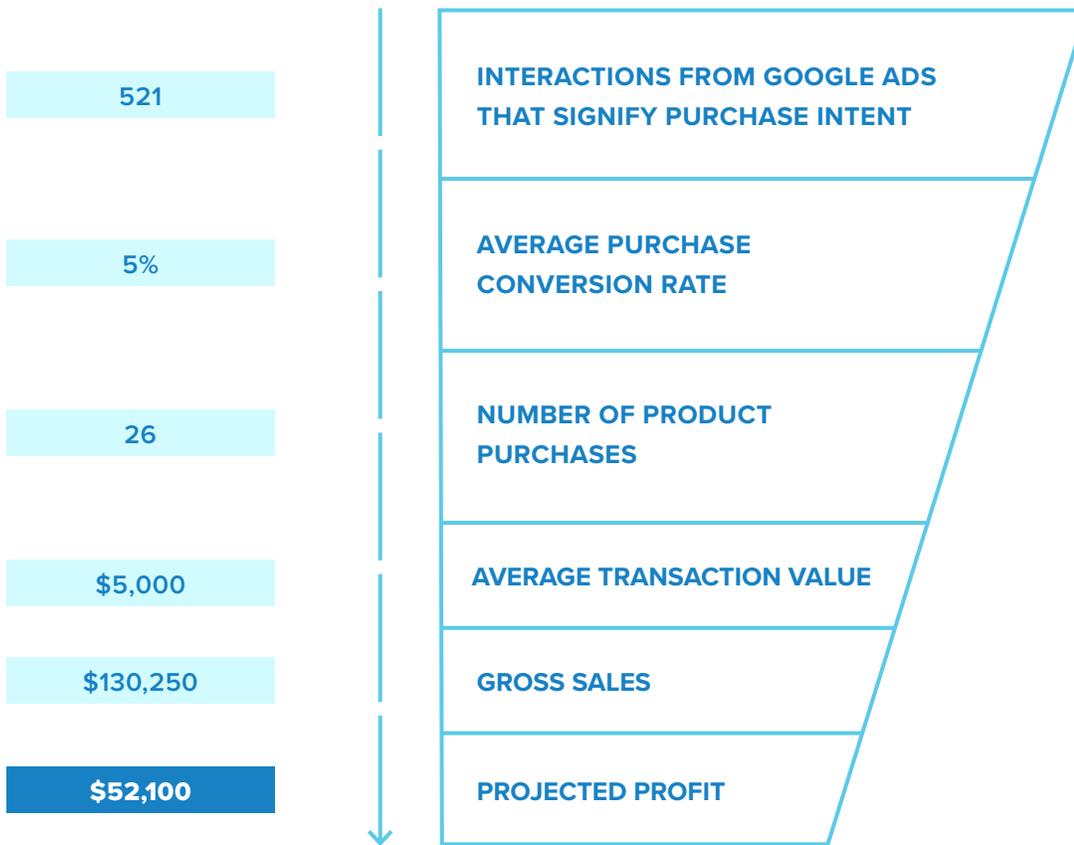
\$43.22

Cost per high quality page view (dealer locator page view and resources page)

\$20.24

Cost per high quality action (dealer locator page view, dealer search, map interaction, file download)

PROJECTING CAMPAIGN IMPACT OF GOOGLE ADS



Direct, Organic Social and Organic Traffic

COMBINED DIRECT, SOCIAL, ORGANIC TRAFFIC FUNNEL (DEALER PAGE):

IMPRESSIONS	N/A	N/A
SESSIONS	3,132	N/A
DEALER LOCATOR PAGE VIEWS	343	10.95%
DEALER LOCATOR PAGE SEARCHES	237	69.09%
GOOGLE MAP INTERACTION WITH DEALER LOCATOR	41	17.30%

7.57%

Search/Sessions

1.30%

Map Interactions/Sessions

COMBINED DIRECT, SOCIAL, ORGANIC TRAFFIC FUNNEL (FILE DOWNLOADS):

IMPRESSIONS	N/A	N/A
SESSIONS	3,132	N/A
FILE DOWNLOADS	786	25.10%

PROJECTING CAMPAIGN IMPACT OF DIRECT, ORGANIC SOCIAL AND ORGANIC TRAFFIC

	2015 SESSIONS	2016 SESSIONS	INCREASE/DECREASE
DIRECT TRAFFIC	457	553	+21.01%
ORGANIC SOCIAL*	13	345	+2,553.85%
ORGANIC TRAFFIC	1,995	2,210	+10.78%
TOTALS	2,483	3,132	+26.14%

*Instagram account launched in 2015

All above data is from the Saskatchewan region only and compares the date ranges of July 18 – September 28 in 2015 and 2016.

2015	YEAR	2016
1,039	Interactions from organic/direct traffic that signifies purchase intent	1,407
5%	Average Purchase Conversion Rate	5%
52	Number of Product Purchases	70
\$5,000	Average Transaction Value	\$5,000
\$259,803	Gross Sales	\$351,750
\$103,921	Projected Profit	\$140,700

(Since the cumulative number of direct, organic social and organic traffic sessions in Saskatchewan increased by 26.14% from 2015 to 2016, we can assume that the number of interactions that signify purchase intent increased at the same rate. Using this assumption, we can approximate the number of interactions that would have occurred in 2015 given a 26.14% decrease in website sessions from direct, organic social and organic search sources.)

PROJECTING CAMPAIGN IMPACT – ALL CHANNELS AND SOURCES

	PROFIT PROJECTION
SOCIAL ADS	\$31,100
GOOGLE ADS	\$52,100
DIRECT, ORGANIC SOCIAL AND ORGANIC TRAFFIC*	\$36,779
TOTAL PROFIT ATTRIBUTED BY CAMPAIGN	\$119,979

*Instagram account launched in 2015

Final Thoughts and Key Take-Aways

Although thinking through your customer's journey and defining the moments that matter seems intuitive, the importance of taking time to fully analyze these processes cannot be overstated. This planning will lay the foundation for the entire marketing strategy and tactics that follow, which will ultimately determine your success in being able to give consumers the right message, in the right place, at the right time.

The “From Moments to KPIs” chart that outlines the following sequential steps:

CUSTOMER JOURNEY STAGES → MOMENTS THAT MATTER → STRATEGIES → TACTICS → MEANINGFUL KPIs

It is a roadmap that Sherpa has seen work day in and day out. Whether your goal is to reach new customers, take advantage of opportunities or reduce pain points within a process, this framework can be applied to nearly any marketing project. The linear nature of the sequence ensures that each subsequent step logically builds on the last, giving your project the legs to go the distance and deliver tangible and meaningful results.

When you're planning your next marketing campaign, be sure to understand the exact moments your audience members have while going through their customer journey. From there, you can build the comprehensive strategies and tactics that will deliver value for your business.

| About Sherpa Marketing

Founded in 1996, Sherpa Marketing has managed its growth organically strategically expanding to three locations across Canada, and successfully executing hundreds of marketing campaigns that have driven millions of dollars in sales for our clients.

For over 20 years, our marketing services company has seen the rise and fall of the digital disruption age, coming out even stronger than before as we continue to expand our services to this day. While history brings comfort to those who place trust in us to deliver results, we understand that the current tasks and future strategies are more important than the past. With a talented team and a battle-tested process, we continue to deliver results and push towards the leading edge in marketing technology.



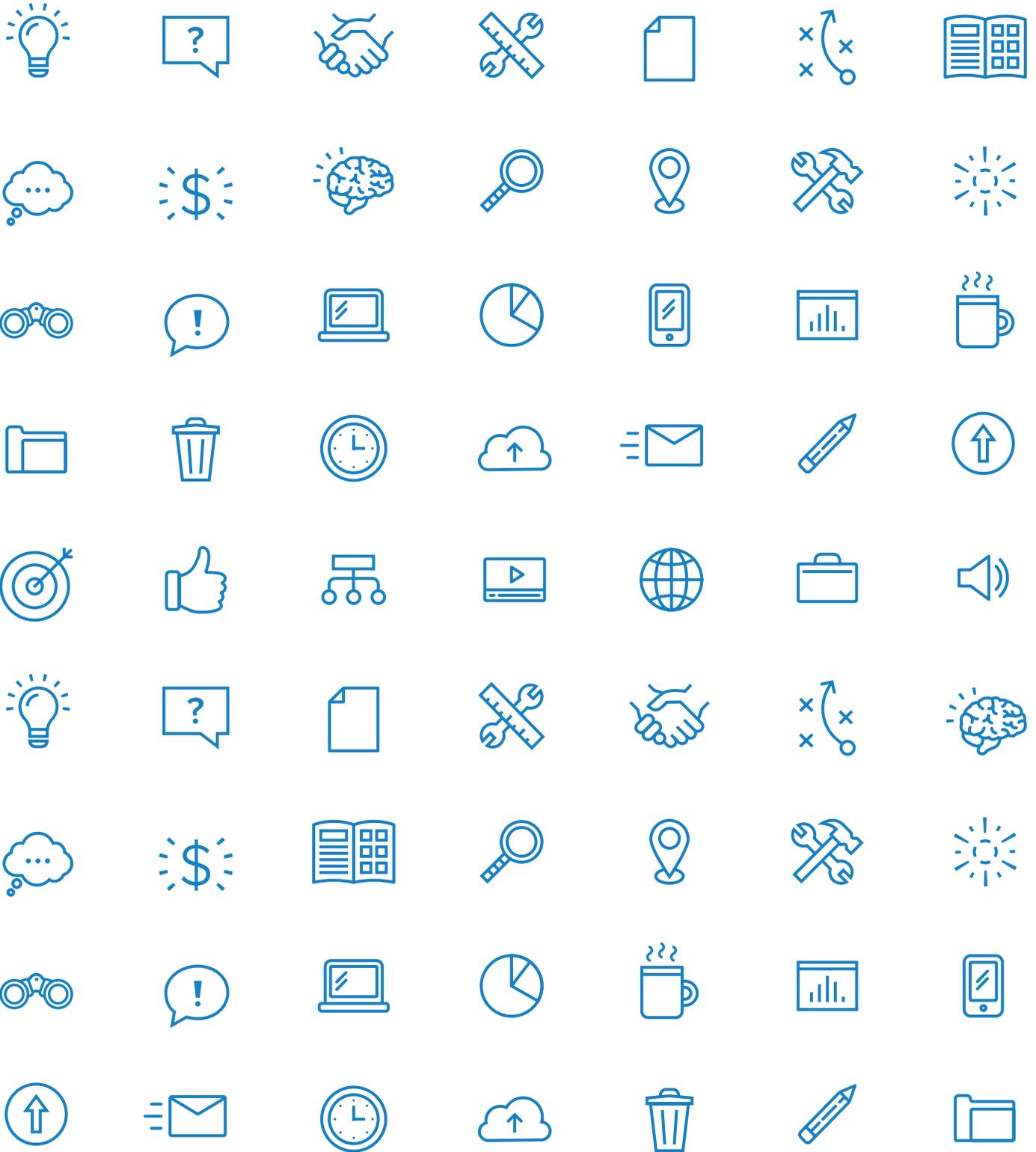
Marty Fisher, President

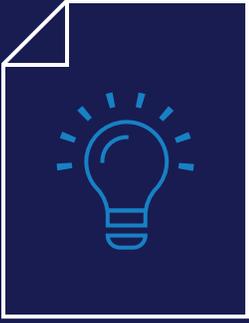
marty@sherpamarketing.ca
(204) 818-0586



Sharon Knutson, Director of Account Services

sknutson@sherpamarketing.ca
(204) 818-8918





KITCHENER

645 Westmount Rd., Suite 17
Kitchener, Ontario, N2E 3S3

WINNIPEG

530 Kenaston Blvd., Suite 205
Winnipeg, Manitoba, R3N 1Z4

CALGARY

909 17th Avenue SW, Suite 400
Calgary, Alberta, T2T 0A4