



COMMISSION FILE NO: 18-016-1 **DATE INTRODUCED:** January 8, 2018

INTRODUCED BY: Executive Director (Signature on File in the Office of the Commission)

REFERRED BY COMMISSION CHAIRPERSON TO: Policy, Finance, and Personnel Committee

RELATING TO: Authorizing the Executive Director to Procure Online Advertising for the Marketing of Milorganite®

SUMMARY:

The Commission is requested to authorize the Executive Director to expend an amount not to exceed \$200,000 with Google™ for Milorganite® online advertising through 2018.

The 2018 Milorganite® advertising plan includes strategies to increase the engagement of lawn and garden audiences through its website and YouTube channel. The goal is to target individuals who utilize internet key word searches for lawn and garden products, buying the ability to bring the brand to the top of the search results. Google™ charges a “per-click fee” once the consumer chooses to view the Milorganite® website or to view a video. The per-click fee amount is based on an agreed upon sum established through potential advertisers bidding on a specific time frame and geographical market.

While Google™ is not the only search engine that provides the paid search service (Yahoo, Microsoft Bing, etc.), it is considered the lead search engine, currently holding 64% of online search traffic.

The dollar amount requested for this expenditure is consistent with the 2018 budget allocation for Milorganite® marketing expenses.

ATTACHMENTS: BACKGROUND KEY ISSUES RESOLUTION
FISCAL NOTE S/W/MBE OTHER _____

*PFPP_2018_Milorganite_Online_Advertising_legislative_file.docx
12-27-17*

COMMITTEE ACTION: _____ **DATE:** _____

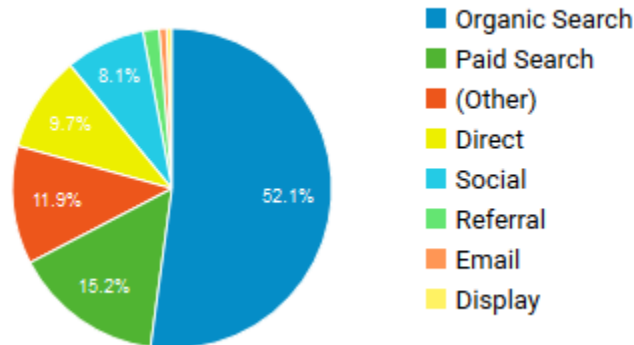
COMMISSION ACTION: _____ **DATE:** _____

BACKGROUND

Authorizing the Executive Director to Procure Online Advertising for the Marketing of Milorganite®

The District's Milorganite® website is part of an integrated marketing strategy (social media, radio, print, point of purchase materials, etc.) aimed at educating and inspiring consumers interested in lawn and garden topics. Viewers are finding value in the website's message, as demonstrated in over 663,600 unique visits and over 1,449,028 page views for 2017 (42% and 9% increases respectively over 2016).

While organic searches comprise a significant percentage of the site's web traffic, a paid search strategy is also useful in competing against brands that may have greater consumer awareness. Google™ and YouTube advertising helps to deliver the Milorganite® message to reach a national audience that is specifically searching for relevant lawn and garden information. The online search demographic skews more diverse (younger, educated, and affluent) than typical media aimed at lawn and garden customers. Milorganite® sets a specific cost per-click bid as well as daily and overall campaign budgets.



Online Advertising Target: Funds will be expended as follows:

- Seasonality – spring, summer, fall
- Geographically – southern, northern, growth markets (west)
- Key words – related lawn and garden terms
- Video – promote Milorganite® videos on YouTube & Google™ networks
- Targeted viewing devices – desktop, mobile/tablet

Results from previous years have shown a marked increase of Milorganite® website traffic and use of online content, with the following results attributed to the paid search campaign.

BACKGROUND (Cont'd)

Authorizing the Executive Director to Procure Online Advertising for the Marketing of
Milorganite®

Campaign Results: Google™ Paid Search & YouTube Video

	2017	2016	2015	2014	Description
Ad Impressions	4,282,176	3,185,308	4,193,386	4,524,743	How often ad appears search results
Website Clicks	96,672	78,026	65,545	71,369	Click ad and taken to website
Website Page Visits	1.5	2.2	2.2	2.4	Average # pages visited per guest
Time on Website	0:50 min	1:24 min	1:36 min	1:36 min	Average website time on site per guest
Cost Per Click	\$1.76	\$1.91	\$2.10	\$1.93	Average cost per ad clicked
Click-thru-rate (CTR)	4.4%	2.9%	2.5%	1.7%	# of clicks divided by impressions
Video Views	380,073	194,009	146,628	18,844	Total video views
Video CTR	18.1%	17.4%	9.3%	6.4%	# of views divided by impressions
Video Cost Per View	\$0.08	\$0.14	\$0.18	\$0.30	Average cost per video view
Investment	\$200,559	\$176,660	\$164,464	\$144,342	Total paid search campaign spend

In addition, by directly working with Google™ to manage its campaigns and analytics, the District saves an estimated 15 to 20% (\$30,000) of fees typically charged by ad agencies.

RESOLUTION

Authorizing the Executive Director to Procure Online Advertising for the Marketing of Milorganite®

RESOLVED, by the Milwaukee Metropolitan Sewerage Commission, that the Executive Director is authorized to expend an amount not to exceed \$200,000 with Google™ for Milorganite® online advertising through 2018.