

**PPC Marketing Strategy for Starbucks-Branded Thermal Travel Mugs**

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### **Abstract**

This paper outlines a Pay-Per-Click (PPC) marketing strategy to achieve Starbucks' goal of selling 10,000 branded thermal travel mugs within six months using a \$50,000 marketing budget. The strategy focuses on creating compelling ad copy, selecting high-intent keywords, and leveraging effective bid management to attract relevant customers. Ad campaigns emphasize Starbucks branding, urgency, and free shipping to boost conversions. Strategic keyword implementation, including branded and long-tail keywords, is paired with appropriate bid ranges to balance efficiency and reach. Negative keywords are employed to avoid irrelevant traffic and optimize ad spend. Recommendations also include segmenting ad groups and prioritizing mobile users to align with current purchasing habits. By relying on diligent monitoring and campaign adjustments, this PPC approach supports Starbucks in meeting its sales and revenue targets while providing robust ROI. Insights from digital marketing frameworks and real-world PPC practices guide this strategy.

**Keywords:** PPC marketing, Starbucks, thermal travel mugs, digital advertising, keyword targeting, ad copy, bid strategy, negative keywords, ROI optimization, online sales strategy.

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## **PPC Marketing Strategy for Starbucks-Branded Thermal Travel Mugs**

Selling 10,000 Starbucks-branded thermal travel mugs requires an effective Pay-Per-Click (PPC) campaign paired with careful budgeting and keyword strategies. With a marketing budget of \$50,000, a revenue target of \$10 per mug, and a retail price of \$25, implementing a strategic digital advertising approach will be crucial to achieving these goals.

This paper outlines PPC tactics, focusing on ad structure, keyword selection, bid strategies, and negative keyword use. By attracting relevant traffic, increasing conversions, and ensuring optimal resource allocation, Starbucks will meet the sales target within the six-month timeframe.

### **Determining the Most Appropriate Keywords and Strategic Implementation**

#### ***Identifying High-Impact Keywords***

The foundation of an effective PPC campaign for Starbucks' branded thermal travel mugs lies in selecting high-impact keywords that align with customer behavior, intent, and market trends. These keywords generate qualified traffic and ensure ad spend is directed toward potential buyers most likely to convert.

#### **Target Keywords:**

1. Starbucks mugs
2. Thermal coffee mugs
3. Starbucks travel mugs
4. Best coffee travel mugs
5. Stylish Starbucks mugs
6. Buy Starbucks mug online
7. Insulated coffee mugs

## 8. Coffee gifts under \$25

These keywords are categorized and strategically implemented to drive results:

### ***Branded Keywords:***

Keywords such as "Starbucks mugs" and "Starbucks travel mugs" aim to engage Starbucks' loyal customer base. These users are already familiar with the brand's quality and are more likely to convert since they actively seek Starbucks-branded products. Branded keywords also capitalize on brand recognition and ensure Starbucks remains competitive in searches for its own products (Enge et al., 2015).

### **1. Product-Specific and Generic Keywords:**

Generic keywords like "thermal coffee mugs" and "insulated coffee mugs" cater to users interested in product attributes such as temperature control and functionality. These terms broaden reach beyond Starbucks followers and attract users who are open to new brands that meet their needs.

### **2. Long-Tail Keywords:**

Phrases like "buy Starbucks mug online" or "best coffee travel mugs" target niche audiences. These searches often signal high purchase intent as users are actively looking to make a decision. Digital marketing studies highlight the value of long-tail keywords in capturing meaningful, intent-driven traffic (WordStream, 2018).

### **3. Audience-Oriented Keywords:**

Keywords like "coffee gifts under \$25" focus on affordability while appealing to gift buyers. This targets budget-conscious consumers during key shopping times, such as holidays or special occasions, when Starbucks mugs could be marketed as ideal gifts.

### *Strategic Implementation of Keywords*

The effective use of the target keywords involves segmentation, intent analysis, and ongoing optimization. Each step of implementation ensures Starbucks maximizes the return on its \$50,000 budget while catering to users at various points in their purchasing journey.

#### 1. **Segmenting Ad Groups by Keyword Type:**

Creating multiple ad groups based on the keyword-type ensures highly relevant and compelling ads. For example:

- **Branded Ad Group:** Contains keywords like “Starbucks travel mugs” that focus on Starbucks' reputation. Ads will highlight the brand’s premium image and convenient purchase options.
- **Generic Ad Group:** Includes product-focused keywords such as "thermal coffee mugs." These ads will showcase product benefits like insulation and durability, appealing to users seeking high-quality options.
- **Long-Tail Ad Group:** Focuses on purchase-ready terms like “buy Starbucks mug online,” with ad copy emphasizing limited stock urgency, free shipping, and immediate availability.

Proper segmentation minimizes overlap and improves campaign performance by tailoring ads to specific search intentions (Google Ads Help, 2024).

#### 2. **Search Intent Alignment:**

High-intent keywords, such as "buy Starbucks mug online," are designed to attract users who already intend to purchase. Ads with such keywords will focus on convenience, using CTAs like "Order Now" or "Shop Today" to capitalize on their readiness to buy.

- Generic keywords like "coffee gifts under \$25" may target users exploring options. Ads using these terms will highlight affordability, making the Starbucks mug an enticing choice for price-conscious buyers.

### 3. **Geographic Targeting:**

U.S.-only campaigns will prioritize the free shipping benefit Starbucks offers to its domestic customers. This approach excludes regions where physical delivery may be complicated or costly, focusing resources on high-value traffic. For users outside the U.S., ads will be excluded to optimize ROI.

### 4. **Bid Adjustments and Mobile Optimization:**

Starbucks' target market includes mobile-savvy customers who shop on-the-go. By adjusting bids for mobile searches, keywords such as "Starbucks travel mugs" and "buy Starbucks mug online" will capture this demographic. Mobile-optimized ads with quick load times, click-to-purchase links, and short, action-driven text further enhance the user experience (Enge et al., 2015).

### 5. **Performance-Based Adjustments:**

During the first month of implementation, Starbucks will monitor keyword performance based on CTR (Click-Through Rates), Cost-Per-Click (CPC), and Cost Per Conversion. High-performing keywords such as "insulated coffee mugs" may receive additional ad spend, while low-performing terms will see reduced focus or restructuring to improve relevance.

### ***Incorporating Keywords in Ad Copy***

The target keywords will be seamlessly incorporated into Starbucks' ad campaigns to ensure relevancy and improve visibility. Example applications include:



- **Headlines:** Keywords will appear in headlines for direct relevance, like “Shop Stylish Starbucks Travel Mugs Today!”
- **Descriptions:** Keywords such as “thermal coffee mugs” will be integrated naturally to describe product benefits like temperature insulation and durability.
- **Display URLs:** Phrases like “Starbucks travel mugs” or “buy Starbucks mug online” will be reflected in URLs (e.g., [www.starbucks.com/mugs](http://www.starbucks.com/mugs)), creating consistency and relevancy cues for customers.

### *Leveraging Negative Keywords*

Negative keywords are a critical part of improving campaign efficiency by preventing wasted ad spend. Starbucks will use negative keywords to exclude searches with low conversion potential, such as:

- **“Free coffee”:** Avoid non-purchasing traffic seeking freebies.
- **“Starbucks store locations”:** Remove informational searches unrelated to product purchases.
- **“Wholesale mugs” or “used travel mugs”:** Prevent irrelevant business or pre-owned product searches.

By filtering out these terms, Starbucks improves ad relevance while lowering CPC and enhancing ROI (WordStream, 2018).

### *Balancing Keywords with Budget Optimization*

The optimized bid strategy ensures Starbucks balances visibility with cost-efficiency:

- **Branded Keywords:** Assigned higher bids (\$1.50–\$2 per click) for maximum exposure, as these terms drive the most relevant traffic.

- **Generic Keywords:** Lower bids (\$0.75–\$1.25 per click) ensure budget allocation aligns with broader reach goals.
- **Mobile Traffic Focus:** Increased spending for mobile searches allows the campaign to target on-the-go shoppers effectively.

By strategically implementing keywords, Starbucks' PPC campaign ensures that every interaction is relevant and results-oriented. Branded, generic, and long-tail keywords are thoughtfully segmented and aligned with customer intent. Audience-oriented terms like "coffee gifts under \$25" diversify the campaign by appealing to new consumer segments, while negative keywords eliminate wasted clicks.

This targeted approach allows Starbucks to leverage its \$50,000 budget effectively, driving meaningful traffic and ensuring the sale of 10,000 thermal travel mugs within six months. With ongoing monitoring and adjustments, Starbucks positions itself for both short-term sales success and long-term customer engagement in the digital advertising landscape.

**Create a series of paid search ads that include titles, descriptions, and URLs that align with the organizational goals.**

**Ad 1:**

**Title:** “Limited Edition Starbucks Travel Mugs - Shop Now!”

**Description:** “Keep your coffee hot or cold on the go. Get your stylish Starbucks thermal travel mugs with free shipping. Limited stock—order today!”

**URL:** [www.starbucks.com/mugs](http://www.starbucks.com/mugs)

Ad 1 leverages exclusivity and urgency by highlighting “Limited Edition” in the headline. Phrases like “limited stock” and “order today” create a psychological push to act quickly, as customers fear missing out on these exclusive Starbucks mugs. Additionally, emphasizing functionality (“keep your coffee hot or cold on the go”) aligns with customer expectations for premium, practical products. Offering free shipping in the description reduces any purchase friction, making it more enticing for buyers to complete transactions.

This ad supports Starbucks’ aim to sell 10,000 thermal travel mugs quickly by promoting exclusivity and emphasizing convenience. The focus on “Limited Edition” appeals to brand-loyal customers and collectors who value unique Starbucks merchandise, while the urgency drives immediate conversions. The inclusion of free shipping aligns with Starbucks’ customer satisfaction strategy by eliminating perceived barriers in purchase decisions.

**Ad 2:**

**Title:** “Starbucks Mugs for Coffee Lovers - \$25 Only!”

**Description:** “Perfect for coffee on the go. Shop Starbucks thermal travel mugs with free shipping. Don’t miss out—buy now!”

**URL:** [www.starbucks.com/travel-mugs](http://www.starbucks.com/travel-mugs)

Ad 2 focuses on price clarity and functionality, targeting affordable luxury seekers. By listing the price of \$25 in the headline, the ad ensures transparency and directly appeals to budget-conscious customers searching for coffee mugs at a reasonable price point. The description emphasizes practicality with phrases like “perfect for coffee on the go,” speaking directly to Starbucks’ on-the-go customer demographic. The phrase “don’t miss out” creates mild urgency, encouraging users to complete their purchase without delay.

This ad reinforces Starbucks’ organizational goal of positioning its products as a functional yet stylish accessory for everyday life. By explicitly mentioning the price point, the ad appeals to both budget-conscious individuals and coffee enthusiasts who are likely to see the mug as a practical and valuable purchase. Additionally, the free shipping mention directly supports the sales objective by removing shipping costs as a potential deterrent.

**Ad 3:**

**Title:** “Stay Stylish with Starbucks Mugs - Free Shipping!”

**Description:** “Grab the ultimate thermal mug for all-day coffee freshness. Available now with free shipping. Shop the collection now!”

**URL:** [www.starbucks.com/shop-mugs](http://www.starbucks.com/shop-mugs)

Ad 3 focuses on Starbucks’ reputation for style and quality. The headline connects the concept of personal style with Starbucks mugs, appealing to customers who view Starbucks products as a status symbol. Phrases like “all-day coffee freshness” reinforce the premium functionality of the mugs, while the call to action—“shop the collection now”—encourages exploration of the product lineup. Offering free shipping once again acts as a compelling incentive to drive clicks and push conversions.

This ad aligns with Starbucks' larger goal of boosting brand value by emphasizing style and functionality, two major aspects of Starbucks' identity. Highlighting both aesthetics and practicality helps Starbucks differentiate its travel mugs from competitors in the market. By driving traffic to a broad product display ("shop the collection now"), this ad also ties into organizational goals of increasing cross-selling opportunities and enhancing the overall shopping experience.

### **Common Threads Across All The Ads**

#### **1. Emphasis on Starbucks Branding:**

Each ad incorporates Starbucks' strong brand identity and premium image, targeting loyal customers already familiar with the brand's commitment to quality. This reinforces the value of purchasing a Starbucks thermal travel mug over generic alternatives (Enge et al., 2015).

#### **2. Creating Urgency:**

Phrases like "limited stock," "don't miss out," and "order today" leverage scarcity and FOMO (fear of missing out) to compel quick decision-making, which is crucial for increasing conversion rates.

#### **3. Highlighting Free Shipping:**

Free shipping reduces purchase hesitation and simplifies the buying process, satisfying price-sensitive customers while maximizing online conversions.

#### **4. Customer Relevance:**

From affordability (\$25 price point) to practicality ("perfect for coffee on the go") and style ("stay stylish"), the ads directly address the needs and aspirations of Starbucks' target audience, ensuring high relevance and engagement.

These ads effectively align with Starbucks' organizational goals of selling 10,000 branded thermal travel mugs within six months by combining brand recognition with urgency, practicality, and price clarity. The strategic use of Starbucks' strong branding, functional product messaging, and free shipping incentives ensures each ad resonates with both loyal and potential new customers. By incorporating elements that drive immediate action and maintain customer trust, these ads maximize the potential for high click-through and conversion rates.

### **Keyword Bid Strategies for Supporting Starbucks' PPC Campaign**

Developing an effective keyword bid strategy is essential to achieving Starbucks' goal of selling 10,000 branded thermal travel mugs within six months while adhering to a \$50,000 marketing budget. A calculated bid approach ensures optimal allocation of the daily budget, approximately \$277, balancing high-intent traffic with expanded reach and cost control. This strategy uses manual and automated bidding techniques tailored to performance, prioritizes mobile users, and leverages insights from campaign data to maximize ROI.

### **Bid Ranges and Allocation**

The keyword bid ranges are designed to prioritize high-intent searches while carefully managing spending across different ad groups:

#### **1. High-Intent Branded Keywords:**

Keywords such as “Starbucks travel mugs” and “buy Starbucks mug online” are directly aligned with purchase intent. These will receive the highest bid range, approximately \$1.50–\$2 per click, to secure top ad placements in searches critical to conversions.

- Example keywords: “Starbucks travel mugs,” “buy Starbucks mug online.”
- Rationale: Branded keywords regularly yield higher CTR (Click-Through Rates), driving qualified traffic that is most likely to convert (Enge et al., 2015).

## 2. **Product-Specific Generic Keywords:**

Keywords like “thermal coffee mugs” and “insulated coffee mugs” attract users who may not specifically search for Starbucks but are interested in the product type. These will receive moderate bids, approximately \$0.75–\$1.25 per click, to maintain visibility without extensive budget expenditure.

- Example keywords: “thermal coffee mugs,” “insulated coffee mugs.”
- Rationale: These terms broaden audience reach and help Starbucks penetrate a competitive market without exhausting resources.

## 3. **Audience-Oriented Long-Tail Keywords:**

Long-tail keywords, such as “coffee gifts under \$25” and “best coffee travel mugs,” will receive more budget flexibility and mid-level bids, approximately \$1–\$1.50 per click.

- Example keywords: “coffee gifts under \$25,” “best coffee travel mugs.”
- Rationale: Long-tail terms cater to niche, high-conversion users with specific purchase goals, making them integral to balancing volume with intent.

## **Manual CPC vs. Automated Bidding**

To optimize bidding, Starbucks will initially implement manual CPC (Cost Per Click) bidding, transitioning to automated strategies as campaign data matures.

### 1. **Phase 1: Manual Bidding (First Month)**

- Starbucks will manually set bid ranges based on branded, generic, and long-tail keyword categories. This method provides control over budget allocation and allows Starbucks to collect baseline performance data.
- Performance indicators such as CTR, CPC, and conversions will guide adjustments. For example, if “Starbucks travel mugs” demonstrates high

conversions but a steep CPC, additional budget can be allocated to improve ad placements.

## 2. Phase 2: Enhanced CPC (Following Month)

- After gathering initial performance data, Starbucks will transition to enhanced CPC, allowing slight automatic bid adjustments based on likelihood of conversion (Google Ads Help, 2024).
- Rationale: Enhanced CPC combines data-driven decisions with ROI-focused automation, ensuring Starbucks maximizes high-performing searches without overspending.

### Mobile Bid Adjustments

Given Starbucks' target audience of mobile-savvy, on-the-go users, bid modifiers will prioritize mobile searches. Research indicates that a significant percentage of users purchase products directly from mobile devices (Enge et al., 2015). Starbucks' mobile bid adjustments include:

- **Increased Mobile Bids:** Starbucks will increase bids by 10–20% for mobile traffic to capture the attention of high-intent buyers using smartphones.
- **Mobile-Focused Keywords:** Terms like “buy Starbucks mug online” and “Starbucks travel mugs” will perform well with mobile users, as these audiences seek convenience and speed in purchasing.

### Budget Optimization Strategy

Ensuring optimal keyword performance while maintaining profitability requires Starbucks to continually adjust spending based on results. The following strategies guide budget optimization:



### 1. **Redistribution of Budget:**

After the first month of the campaign, Starbucks will reallocate the budget toward ad groups and individual keywords with the highest CTR and lowest CPC. For example, if branded keywords outperform generic terms, more of the daily budget will focus on branded searches.

### 2. **Campaign Monitoring:**

Using performance data such as CTR, Cost Per Acquisition (CPA), and impressions, Starbucks will make ongoing adjustments. For example:

- **High-performing keywords:** Increase bids to maintain exposure.
- **Underperforming keywords:** Reduce bids or pause campaigns to avoid wasting spend.

### 3. **Optimizing Ad Placement:**

Starbucks will consistently monitor ad positions to maintain a competitive rank. Securing positions in the top three results is essential for visibility and clicks, but Starbucks will avoid overbidding to limit unnecessary cost increases.

## **Negative Keyword Management**

Negative keywords are vital for controlling ad spend, ensuring only relevant searches trigger ads.

Starbucks will actively manage its negative keyword list to avoid wasting the budget on irrelevant clicks. For example:

- Excluded terms: “free coffee,” “wholesale mugs,” “used travel mugs.”
- Rationale: These searches do not align with Starbucks’ target audience and revenue goals, helping to prevent unnecessary expenses while maintaining high click quality (WordStream, 2018).

A detailed explanation of the negative keywords will be in the next section of this paper.

### **Alignment with Marketing Budget and Goals**

This bid strategy aligns seamlessly with Starbucks' \$50,000 marketing budget and six-month campaign timeline:

#### **1. Daily Budget Allocation:**

- A daily spend of \$277 allows Starbucks to focus bids strategically on high-performing keywords while conserving resources for mid-performing searches.

#### **2. Sales Target Support:**

- With an average CPC of \$1–\$1.50 for high-intent keywords, Starbucks can achieve approximately 185–277 clicks daily. Assuming a conversion rate of 5%, this strategy supports sales of 9–14 mugs daily, directly contributing to the 10,000-unit goal.

#### **3. ROI Maximization:**

- By prioritizing branded and high-conversion keywords, Starbucks achieves better performance metrics, including lower CPA and improved ROI. Automation further ensures resources are spent efficiently as the campaign matures, aligning with Starbucks' broader profitability objectives.

The developed keyword bid strategy for Starbucks' PPC campaign ensures budget efficiency, high-intent traffic, and ongoing optimization. By segmenting bids based on branded, generic, and audience-oriented keywords, Starbucks maximizes both reach and relevance. The phased transition from manual CPC to Enhanced CPC allows for controlled spending early in the campaign while leveraging automation as data-driven insights emerge. Mobile bid adjustments capture Starbucks' on-the-go customer demographic, while negative keywords prevent wasted ad

spend. This approach ensures the \$50,000 budget aligns with performance goals, driving measurable progress toward the sale of 10,000 thermal travel mugs while achieving robust ROI.

## **Negative Keywords to Avoid and How They Improve Performance**

Negative keywords are an essential aspect of keyword management in pay-per-click (PPC) campaigns. By excluding specific words or phrases that trigger irrelevant traffic, negative keywords ensure that Starbucks' ads will not appear for searches unlikely to result in conversions. This process optimizes ad spend and improves campaign performance by increasing relevance and filtering out non-converting queries.

### **Identifying Negative Keywords for the Campaign**

For the Starbucks-branded thermal travel mug PPC campaign, identifying and implementing a robust list of negative keywords is crucial to maximize the \$50,000 marketing budget while driving qualified traffic. Below are recommended negative keywords, grouped by category:

#### **1. Free-Related Searches:**

Negative Keywords:

- "Free coffee"
- "Free Starbucks mug"
- "Free shipping mugs"
- "Giveaway Starbucks travel mugs"
- "Discount coffee mugs"

Starbucks' objective is to sell 10,000 travel mugs, not to engage in promotions or giveaways. These searches primarily attract users seeking free or deeply discounted products, resulting in low or no revenue potential. Filtering out such terms ensures Starbucks' ad spend targets actual buyers.

## 2. Wholesale and Bulk Purchase Terms:

Negative Keywords:

- "Wholesale coffee mugs"
- "Bulk insulated mugs"
- "Discounted Starbucks travel mugs"

These terms attract business customers looking for wholesale deals, which are irrelevant to the specific retail-focused goals of the campaign. Removing such terms ensures ads focus on individual consumers who are more likely to make single-mug purchases.

## 3. Used or Custom Products:

Negative Keywords:

- "Used travel mugs"
- "Custom Starbucks mug designs"
- "Engraved coffee mugs"

Searches for used, customized, or engraved products indicate demand for items unrelated to Starbucks' standard branded thermal travel mugs. Excluding these keywords prevents wasted impressions and clicks from non-relevant traffic.

## 4. General Information Searches:

Negative Keywords:

- "Starbucks store locations"
- "Starbucks hours"
- "Starbucks menu"
- "Starbucks recipes for coffee"

These informational searches are unrelated to purchasing a Starbucks-branded travel mug. Filtering out these keywords ensures Starbucks' ads only appear for purchase-driven searches.

### **How Negative Keywords Improve Performance**

Implementing negative keywords helps Starbucks achieve the following benefits, ensuring campaigns are both cost-effective and conversion-driven:

#### **1. Enhancing Ad Relevance:**

By excluding keywords that do not align with the intent to purchase, Starbucks ensures its ads are shown only to users who are more likely to engage and convert. Higher ad relevance improves Ad Quality scores, which can reduce Cost-Per-Click (CPC) and improve ad placement over competitors (Google Ads Help, 2024).

Example: Removing “free coffee” as a keyword ensures the ad only displays to users ready to purchase, rather than users searching for promotions.

#### **2. Boosting Click-Through Rates (CTR):**

Negative keywords prevent ads from being triggered by irrelevant searches, which would otherwise result in unqualified clicks or impressions. With only relevant users seeing Starbucks ads, the CTR improves. Enhanced CTR is a crucial metric for performance evaluation, as it shows how effectively ads attract attention.

#### **3. Lowering Cost-Per-Click (CPC):**

By filtering out irrelevant searches, Starbucks avoids wasting ad spend on non-converting traffic. This leads to a better Return on Investment (ROI) by allocating the budget toward higher-performing keywords and audiences (WordStream, 2018).

Example: Excluding keywords like "wholesale mugs" ensures the budget is directed toward individual consumers actively looking to buy travel mugs.

#### 4. **Improving Conversion Rates:**

Filtering out irrelevant searches increases the likelihood of ads being clicked by users ready to purchase. By focusing on high-intent users, Starbucks sees not only better CTR but also improved Cost Per Acquisition (CPA) as more clicks result in actual conversions.

Example: The negative keyword "used travel mugs" avoids engagement with users who have no interest in purchasing new Starbucks-branded thermal mugs.

#### 5. **Optimizing Budget Allocation:**

Negative keywords prevent Starbucks from spending budget on irrelevant clicks, allowing more resources to be directed to high-performing ads and keywords. This ensures that the \$50,000 budget is used efficiently and supports achieving the goal of selling 10,000 mugs within six months.

To correctly implement negative keywords, Starbucks will:

1. Start with the provided list of negative keywords and continuously update it based on campaign performance data and customer search trends.
2. Adjust the list regularly by reviewing the Search Terms Report to identify queries triggering irrelevant clicks or impressions.
3. Use different negative keyword match types (exact, phrase, or broad) to fine-tune exclusions based on variations in search intent, improving precision.

### **Alignment with Campaign Goals**

By using negative keywords, Starbucks ensures its PPC campaign aligns directly with its sales objectives. The process improves keyword performance by maintaining focus on high-intent users and reducing wasted ad spend, which is critical for staying within the \$50,000 budget. Negative keywords also help Starbucks efficiently scale its marketing efforts, ensuring only relevant and qualified buyers engage with the ads, ultimately contributing to selling 10,000 branded thermal travel mugs and achieving strong ROI.



### Conclusion and Recommendations

The proposed PPC strategy for Starbucks' branded thermal travel mugs combines expert keyword targeting, optimized bidding, and strategic negative keyword management to meet the ambitious goal of selling 10,000 units within six months on a \$50,000 budget. This strategy ensures a balance between attracting high-intent customers and managing costs effectively, leveraging Starbucks' strong branding and customer loyalty.

Key conclusions from this strategy include:

1. **Keyword Prioritization:** Focusing on branded and long-tail keywords, such as "Starbucks travel mugs" and "buy Starbucks mug online," drives qualified traffic ready to convert.
2. **Cost Control Through Bid Strategies:** Targeted bid ranges for branded, generic, and audience-specific keywords ensure maximum impact while adhering to the daily spending cap of \$277.
3. **Performance Enhancement with Negative Keywords:** Excluding irrelevant terms like "free coffee" and "wholesale mugs" optimizes ad relevance and avoids wasted ad spend, improving ROI.
4. **Mobile-Centric Focus:** Increased bids for mobile users capitalize on Starbucks' mobile-savvy demographic, aligning with purchasing behavior trends.

By consistently monitoring and refining the campaign, Starbucks ensures an efficient use of resources and meets its sales and revenue objectives while reinforcing its brand image in the competitive digital marketplace.

To enhance the success of the PPC campaign, the following recommendations are proposed:

1. **Start with Manual CPC Bidding, Transition to Automation:**

Starbucks should begin the campaign with manual CPC bidding to maintain strict control over initial costs and performance evaluation. After collecting performance data during the first

month, transitioning to Enhanced CPC will allow automated bid adjustments to optimize conversions while maintaining budget limits.

**2. Focus on High-Conversion Branded Keywords:**

Allocate larger portions of the budget to high-performing branded keywords like "Starbucks travel mugs," which are likely to generate higher CTR and conversion rates. These keywords resonate strongly with existing customers and those familiar with the brand.

**3. Expand and Refine the Negative Keyword List Regularly:**

Perform bi-weekly reviews of search term reports to identify and exclude new irrelevant keywords. For instance, if terms like "travel mug repair" begin consuming budget without driving conversions, they should be added to the negative keyword list.

**4. Adjust Bids Dynamically Based on Data:**

Monitor keyword performance metrics, such as CTR and CPA, and redistribute the budget toward not only branded keywords but also any standout generic terms like "thermal coffee mugs" that show surprising high-conversion potential. Lesser-performing or unprofitable keywords should have lowered bids or be paused.

**5. Make Mobile Optimization a Priority:**

With a significant portion of Starbucks' customers making purchases on mobile devices, increasing mobile bid adjustments (+15–20%) will better capture this audience. Optimize ad creative for mobile, ensuring fast-loading landing pages and easy-to-navigate purchase pathways.

**6. Leverage A/B Testing:**

Run A/B tests on ad copy, including titles, descriptions, and CTAs (e.g., "Shop Now" vs. "Order Today"), to determine which elements drive the highest engagement. Use these insights to refine ongoing campaigns.

**7. Track and Reallocate Budget Based on Performance:**

After the first 30 days, assess the performance of all ad groups. Reallocate budget resources to high-performing keywords and ad groups while pausing or reducing bids for underperforming ones. This ensures Starbucks maximizes returns on its ad spend.

**8. Continue Emphasizing Free Shipping as a Selling Point:**

Incorporate free shipping in all messaging, as it reduces friction for buyers. This feature should remain prominent in the ad copy, as it aligns with consumer expectations for online shopping.

**Long-Term Scalability**

The strategies outlined are scalable for future PPC campaigns. By refining the bid and keyword management processes outlined in this campaign, Starbucks can extend the framework to market other branded merchandise or expand its focus to international markets. Furthermore, the use of granular data insights from this campaign can inform future efforts to increase efficiency and tap into additional customer acquisition opportunities.

Through consistent monitoring, data-driven adjustments, and a focus on high-intent traffic, Starbucks will not only hit its sales target but also strengthen its online marketing foundation for long-term growth. By aligning its PPC campaign with customer behavior and preferences, Starbucks positions itself as a leader in using digital advertising to drive both conversions and brand loyalty.

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