

MADEIRA

MFC6606

PRESENTATION:

Evaluating the Impact of Paid Advertising Integration on
Brand Awareness and Lead Generation.

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Program: Digital Marketing

Figure A. DTF Printed T-Shirt (Diaz, 2022).



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Section one
DEFINE.





Aims & Objectives

Project scope

As a leading supplier of embroidery threads and consumables, Madeira UK is expanding into the direct-to-film (DTF) printing market introducing a new product range under the brand name Persona®. This move aims to support embroidery customers who also offer printing services and attract new business opportunities within the growing DTF market.

1.

Objective 1

Increase monthly sales by 10% through targeted paid advertising for the new Persona launch.

2.

Objective 2

Generate a minimum of 100 website visits to the Persona product page on www.madeira.co.uk by running a four week targeted Google Search campaign.

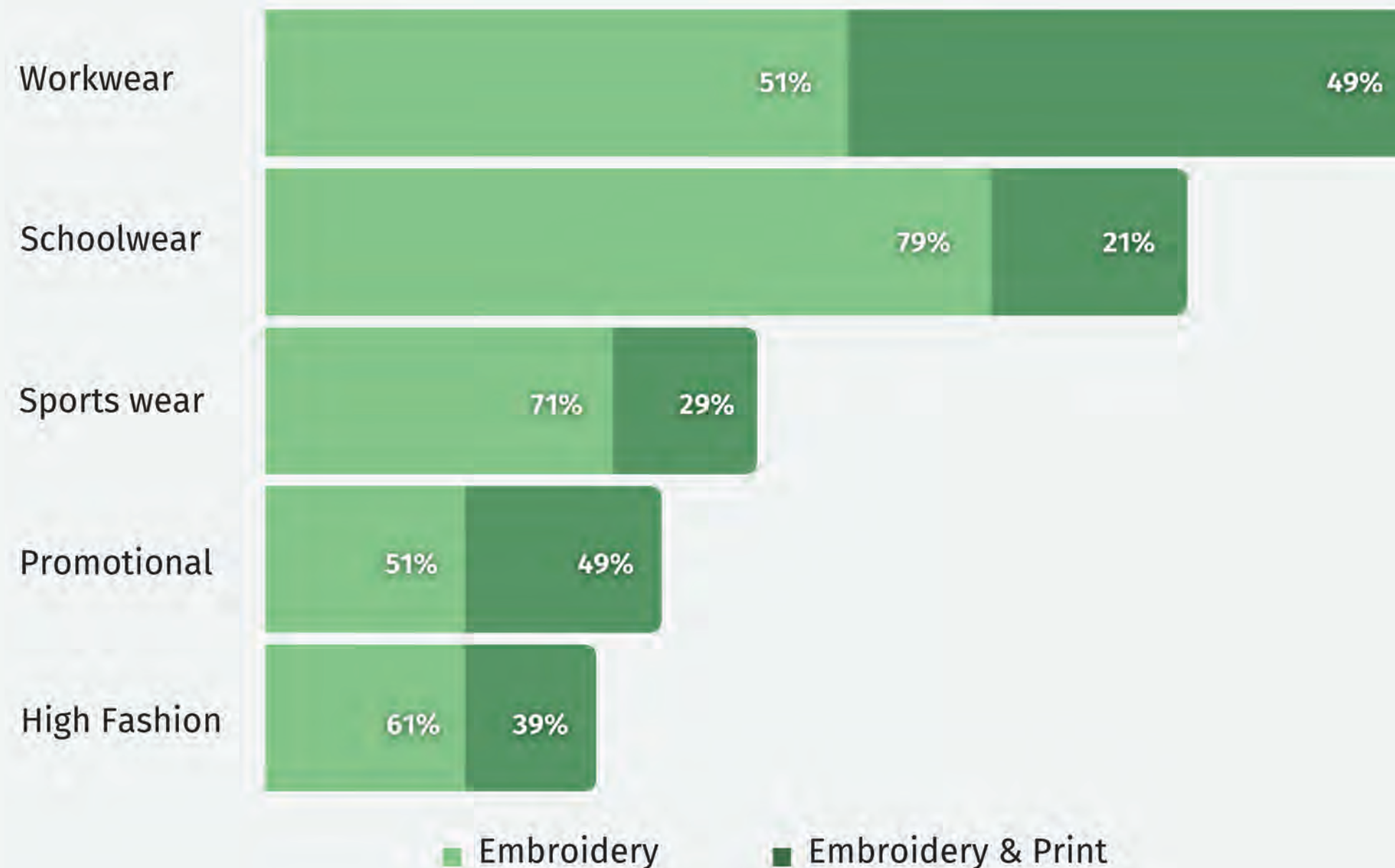
3.

Objective 3

By June 2025, launch a targeted email campaign offering 25% off DTF film, aiming to convert 5% of recipients into Persona customers.

Market Research

Top Business Sectors



Accounts set up
(April 2024 - April 2025)



Embroidery
businesses:

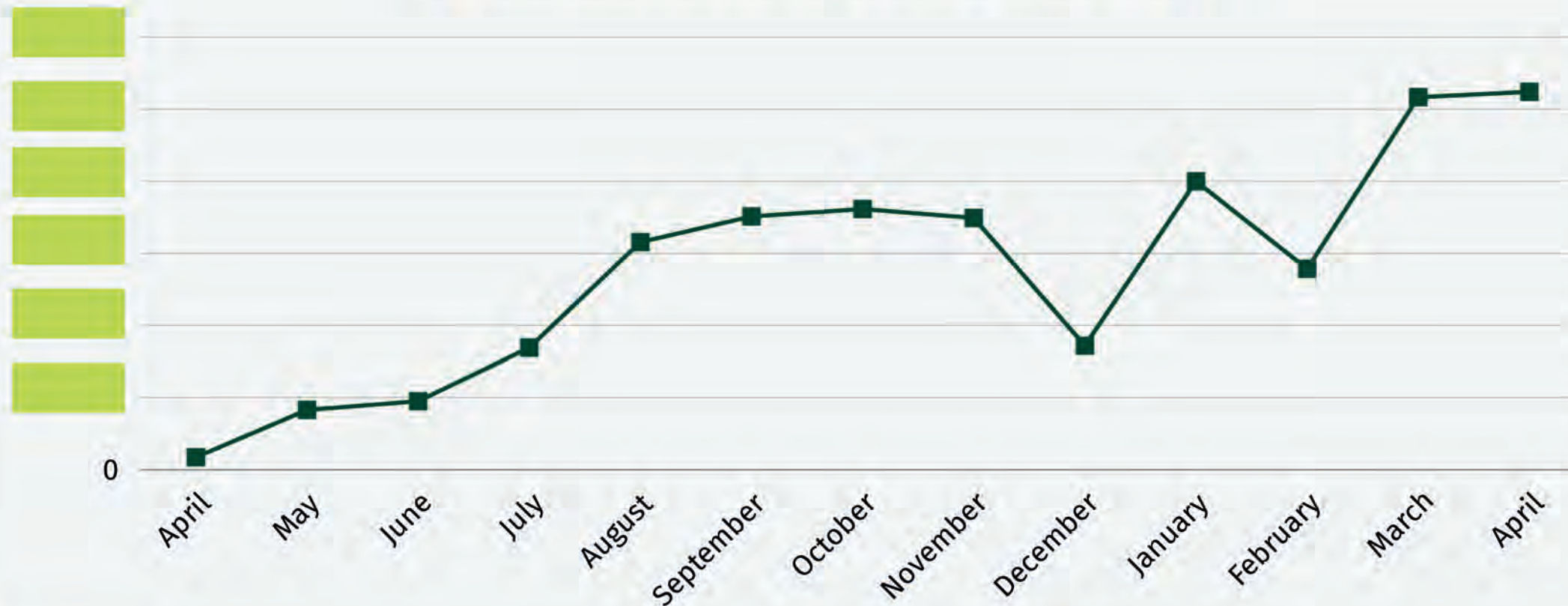
63%

Embroidery & print
businesses:

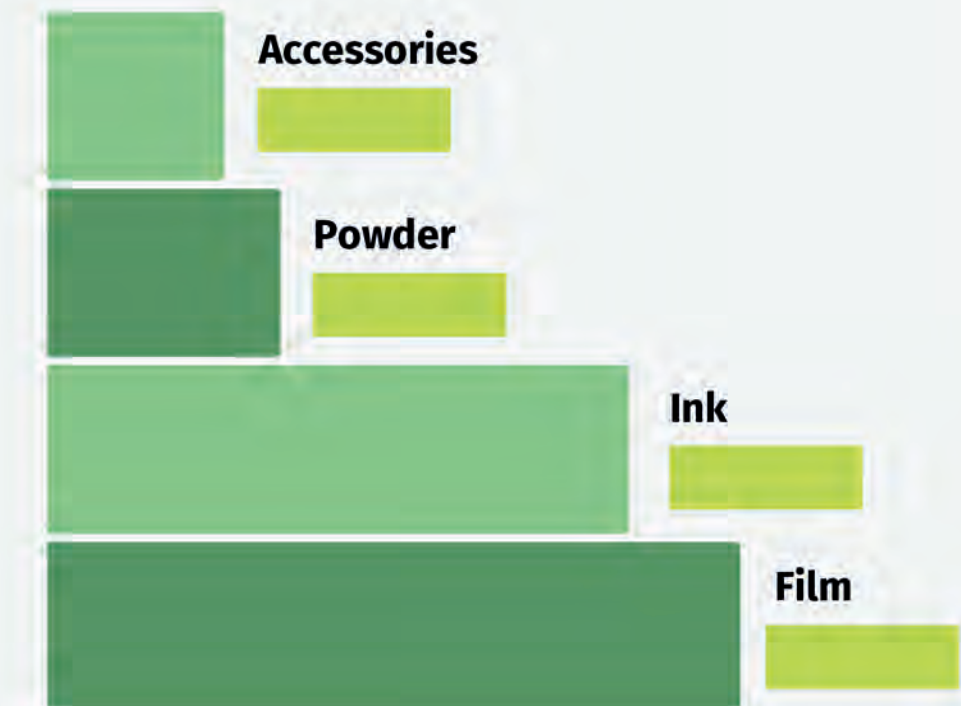
37%

Sales Data

(£) Sales since launch April 2024 - April 2025



Total revenue: by product



Percentage of sales: by product



Total sales to date:

£

April 2024 - April 2025

Strategic Planning (SWOT Analysis)



The initial step in evaluating Madeira UK's current business processes involved using the SWOT framework by **Humphrey (1960)** to assess the strengths, weaknesses, opportunities, and threats associated with targeting the DTF printing market.

Strengths

Trusted industry leader

Known for reliability, quality, and excellent customer service.

Strong social media presence

Largest following across Instagram, Facebook, TikTok, and X.

Strategic partnerships

Collaborates with leading industry brands to boost visibility.

Established customer base

Wide network of garment decorators ideal for promoting Persona.

Weaknesses

Limited paid advertising expertise

Inexperience with Google advertising.

Budget constraints

Poorly managed Google Ads could become costly, especially in competitive markets like printing consumables.

Lack of DTF experience

Limited in-house knowledge of DTF processes limits technical support for customers.

Opportunities

Rising demand

DTF is gaining popularity for its cost-efficiency and quality.

Cross-selling opportunities

Potential to upsell DTF to existing embroidery customers.

Targeted reach

Strong customer base enables precise targeting within the garment decoration industry.

Threats

Contractual agreements

Many customers are tied to suppliers through installer agreements and warranty terms.

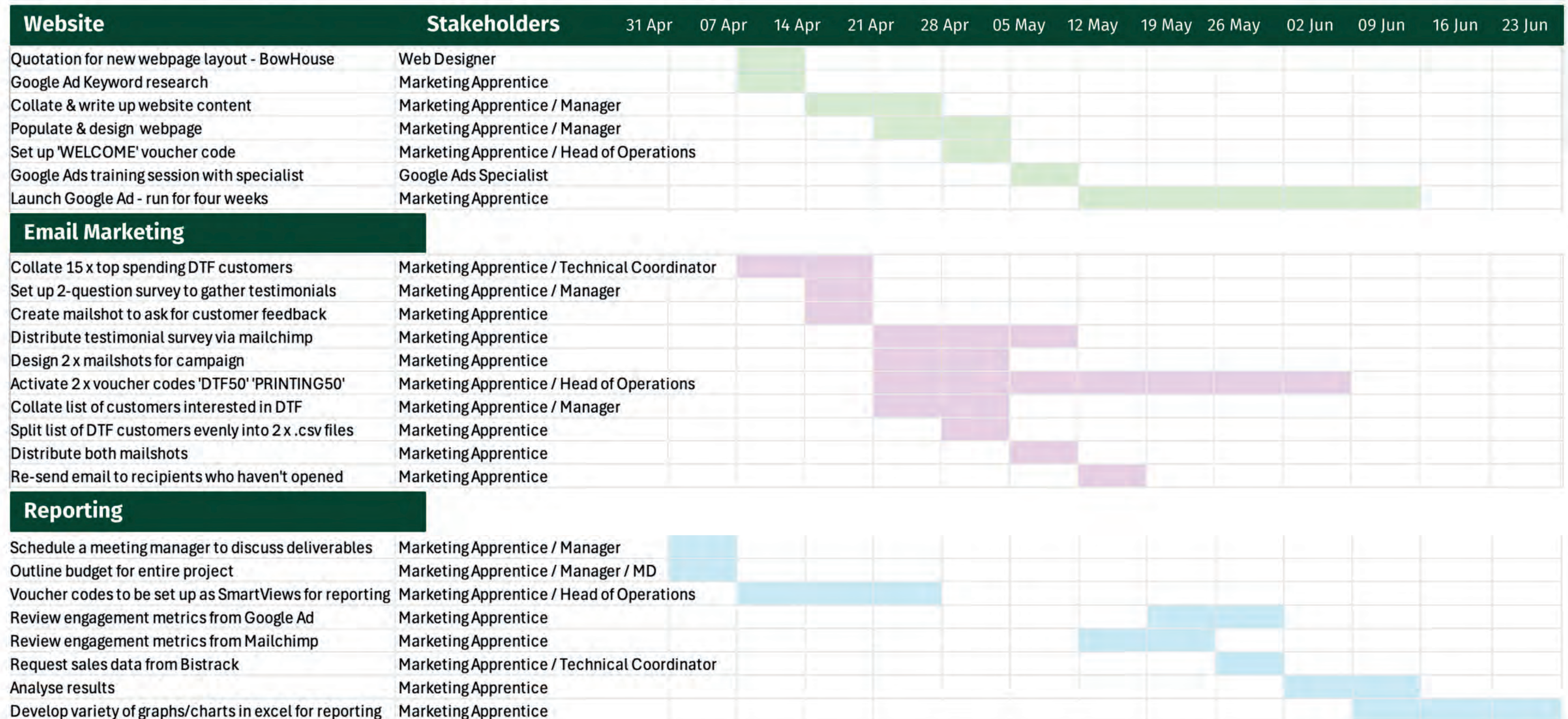
Price competition

Lower-cost brands may sway budget-conscious buyers.

Limited marketing capacity

A small two-person team restricts innovation and strategic development.

Strategic Planning (Gantt chart)



KSBs evidenced: S6, S7

Figure B. Gantt chart (Greetham, 2025).



Strategic Planning (Budgeting)

Website			
Item	Description	Timescale	Cost
Website Design	BowHouse assistance to set up new page layout	4 weeks	
Google Ad	1 x Google Ad run for 4 weeks at £ / day	4 weeks	
Google Ads Training	Training with Beth Bracknellin - Ads specialist at Bow House	4 hours	
Campaign Setup	Keyword research, competitor analysis	2-3 weeks	
	Subtotal: £545.00		
Email Marketing			
Item	Description	Timescale	Cost
Mailchimp	Standard monthly marketing subscription up to 5,000 contacts	4 weeks	
Customer Testimonials	Free delivery in exchange for customer testimonial (15 customers)	4 weeks	
	Subtotal: £190.10		
Additional Tools			
Item	Description	Timescale	Cost
Canva Pro	Graphic design tool for ad creatives and email visuals	4 weeks	
Microsoft 365	Reporting tools and email communications	8 weeks	
	Subtotal: £21.63		
Total estimated budget: For the campaign duration			£756.73

Key Advantages:

Clear resource allocation

Ensure optimal return on investment (ROI) by assigning budget to the most impactful activities.

Performance tracking

Efficient monitoring of actual vs. planned spending, supporting accountability and future improvements.

Feasibility control

Set financial boundaries, helping to define what's achievable.

Risk management

Prepare for unexpected costs and reduce the chance of overspending.

KSBs evidenced: S6, S10

Figure C. Budgeting Spreadsheet (Greetham, 2025).

Section two
DESIGN.



4 P's Marketing Mix

Product

DTF Consumables

Premium product range including CMYK inks, adhesive powder, transfer film, and supporting accessories.

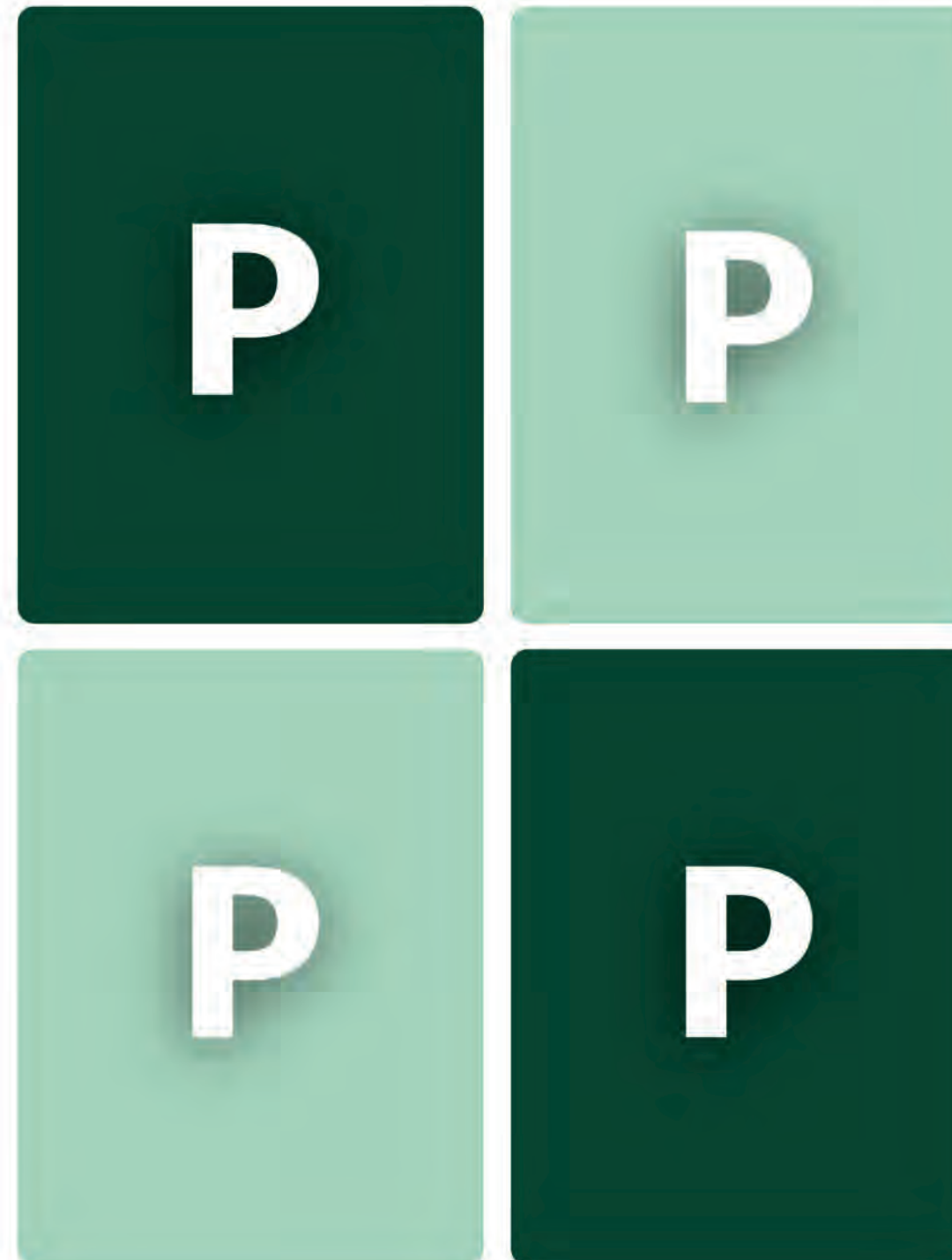
OEKO-TEX certified and EU manufactured options.

Place

Online

Advertised through www.madeira.co.uk and available to purchase on shop.madeira.co.uk

KSBs evidenced: K6, S2, S9



Price

Competitive

A competitive pricing strategy has been chosen to position the brand effectively as a new entrant in the DTF market, offering value without compromising on quality.

Promotion

Multi-channel Promotional Strategy (Chaffey & Smith, 2022).

Google search ad introducing garment decorators to Persona, promoting 10% off first time purchases.

A/B marketing emails targeted at existing customers interested in DTF, promoting 25% off DTF film rolls.

Figure D. 4P's Marketing Mix (McCarthy, 1979)

AIDA Sales Funnel

Once each element of the marketing mix was aligned, I was better positioned to apply **Lewis' (1898)** sales funnel. This framework effectively outlines the journey in which a potential buyer goes through when engaging with a product or service (Van Rensburg, 2024).

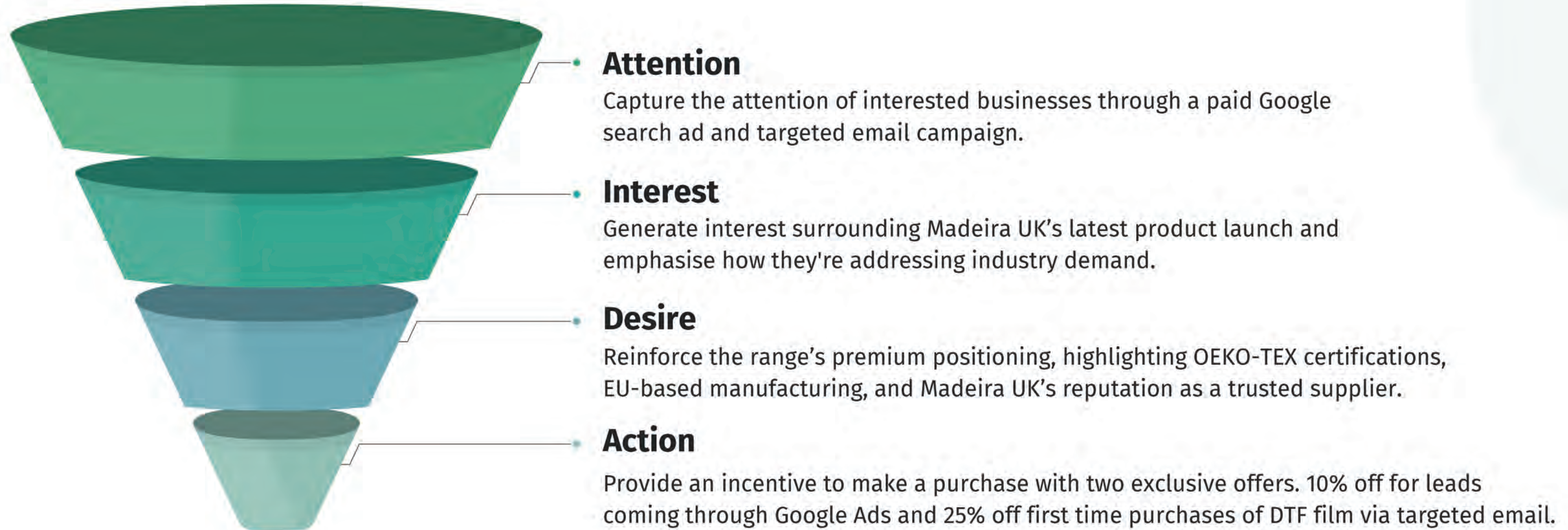


Figure E. AIDA Model (Lewis, 1898).

KSBS evidenced: K3, K12, K13, S1



Figure F. Pay Per Click Concept (Canva Pro, 2025).

Continuing Professional Development (CPD)

Google Ads Training Objectives

- 1 Develop an understanding of the platform - including navigation tools, and the process of setting up a successful ad campaign.
- 2 Enhance targeted keyword research skills, identifying search terms that align with the interests of the printing and garment decoration market.
- 3 Understand budget allocation strategies, with guidance on prioritising high-volume, phrase match keywords to maximise visibility and ROI.

Kraugusteeliana & Zaakiyyah (2024) highlight the value of ongoing training in enhancing digital marketing competencies, noting that successful strategies require both technical proficiency and a strong understanding of market dynamics.

KSBs evidenced: K2, K10, B1, B7

Budgeting Strategy

“Does a higher budget lead to better results?”

While allocating a larger daily ad spend can generate quicker visibility and traffic, I learned that spreading the budget over a longer duration would be more cost-effective.

Why?

Allows time for optimisation

A longer campaign gives Google’s artificial intelligence (AI) more time to analyse and adjust strategies based on user interactions.

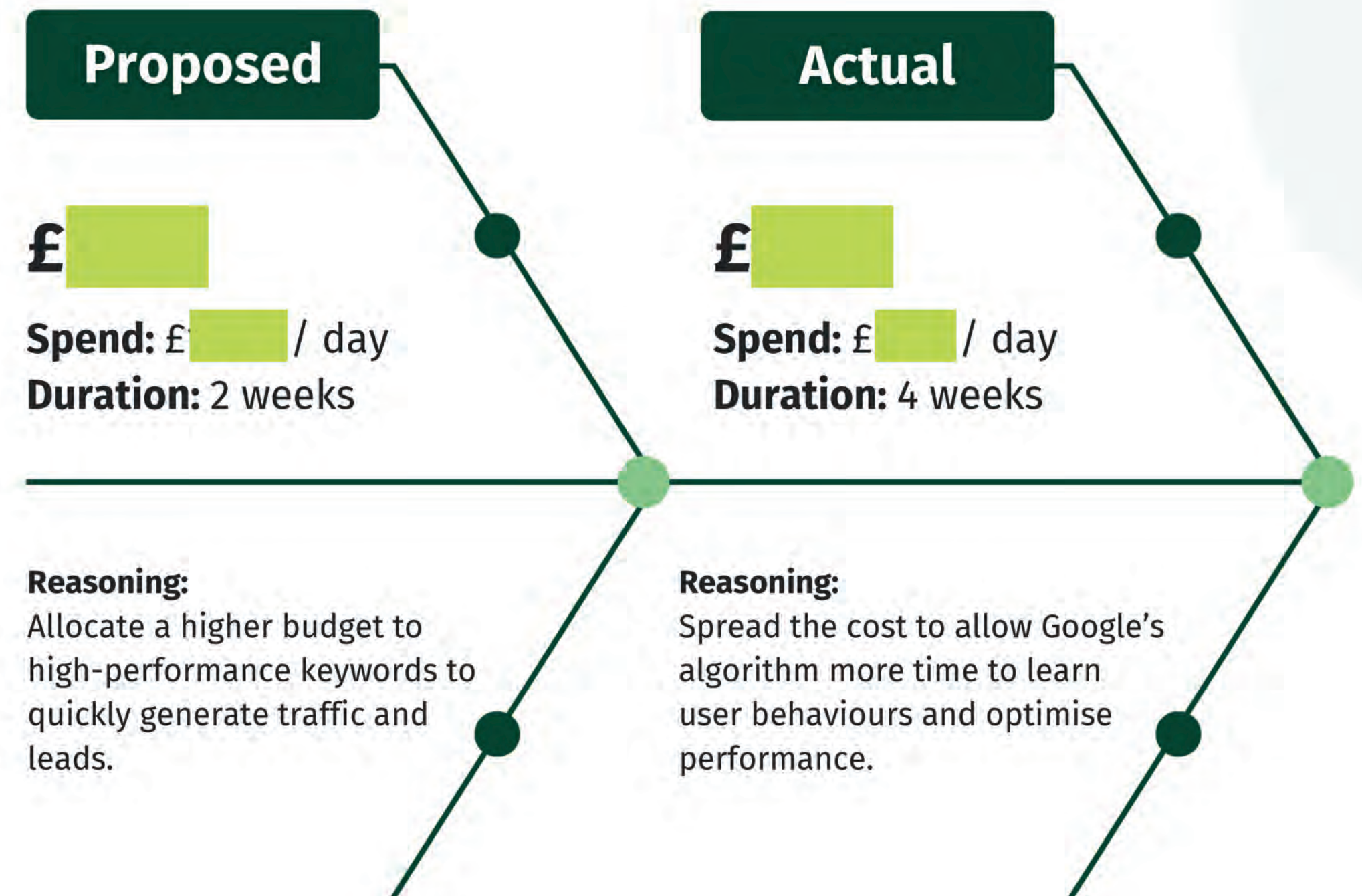
Improves targeting accuracy

Enables better understanding of user behaviour, including, click-through rates (CTR), session duration, conversion actions.

Reduced risk of overspending

Provides time for ongoing monitoring, testing, and adjustments to ensure more efficient use of budget.

(Udwani, 2025).



KSBs evidenced: S7, S12, B7

Stakeholder Input

Project tasks:	Managing Director	Head of Operations	Marketing Manager	Marketing Apprentice	Technical Coordinator	Website Agency
Schedule a meeting with Line Manager to discuss objectives	C	I	A	R		
Collate baseline analysis of sales and customer data	I	C	I	A	R	
Attend Google Ads training session covering keyword research	I		R	R		C
Collate information, populate, and design new Persona webpage	C	I	C	R		
Activate the discount codes and create SmartView in Bistrack for reporting	I	R	C	A	I	
Segment list of customers interested in DTF		I	I	A	R	
Create artwork and approve content for marketing emails	C		C	A		

R Responsible
 A Accountable
 C Consulted
 I Informed

KSBs evidenced: K10, S6, S15

Figure G. RACI Matrix (Sheehan, 1950).

Ethical Considerations

KSBs evidenced: K1, K8

1. Increase monthly sales by 10% through targeted paid advertising for the new Persona launch.	
Risk	Limited experience in implementing and reporting on Google Ads.
Contingency Plan	Utilise resources such as Google Skillshop courses or attend a training session with digital marketing specialists, to enhance proficiency and ensure effective campaign setup, monitoring, and reporting.
2. Generate a minimum of 100 website visits to the Persona product page on www.madeira.co.uk by running a four week targeted Google Search campaign.	
Risk	Poor targeting strategy resulting in low quality traffic.
Contingency Plan	Prioritise effective keyword research using industry tools to identify relevant, high-intent search terms. This ensures the campaign reaches users actively seeking DTF solutions, helping to maximise ad relevance and minimise unnecessary clicks.
3. By June 2025, launch a targeted email campaign offering 25% off DTF film, aiming to convert 5% of recipients into Persona customers.	
Risk	Offering a discount on only one product may limit the appeal of the campaign and may not be enough to prompt action.
Contingency Plan	Position the 25% discount as a limited-time, high-value opportunity using clear, persuasive messaging and strong calls to action, while adapting the language to respect diverse audiences and cultures. Include testimonials and product benefits to support the offer.



Methodology

Quantitative Data Collection

This project draws on a quantitative research strategy using numerical data to assess the effectiveness of the campaign.

Research suggests this method is particularly valuable in business environments where objective performance metrics such as revenue, conversion rates, and sale volume are critical indicators of success (**Sufian et al., 2020**).

SALES

DTF sales before & after campaign launch.
Popularity of each product range.

WEBSITE

Impressions
Click through rate (CTR)
Cost per click (CPC)
Voucher redemptions

EMAIL

Open rate
Bounce rate
Click through rate (CTR)
Voucher redemptions

Figure H. Numbers background image (Canva Pro, 2025).

KSBS evidenced: S5



Section three
DELIVERY.





COLOUR PALLETE



Koske (2012) emphasises that brand, quality, design, and packaging are crucial marketing elements.

KSBs evidenced: K11, K12, B4

TYPOGRAPHY

PERIDOT PE VARIABLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.?!/,:;()@#%

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.?!/,:;()@#%

LINEAR GRADIENT #F35111 > #FEC40F

Figure I. Persona Brand Board (Greetham, 2025).

Web Design

For any new product offering, professional branding is essential in attracting attention, differentiating the product and communicating its value through its logo and messaging alone (Heydarov, 2020).

Professional - Attract attention and communicate product value.

Trustworthy - Informative content supported with high-quality imagery.

Consistent - Aligns with Madeira UK's current website and 'style'.

Reputable - Reflect credibility and reliability as a supplier.

CTAs - Linked discount code, 'Shop now', 'Read more', 'View' inks, powder, film

KSBs evidenced: K11, K12, S3, S4, B4

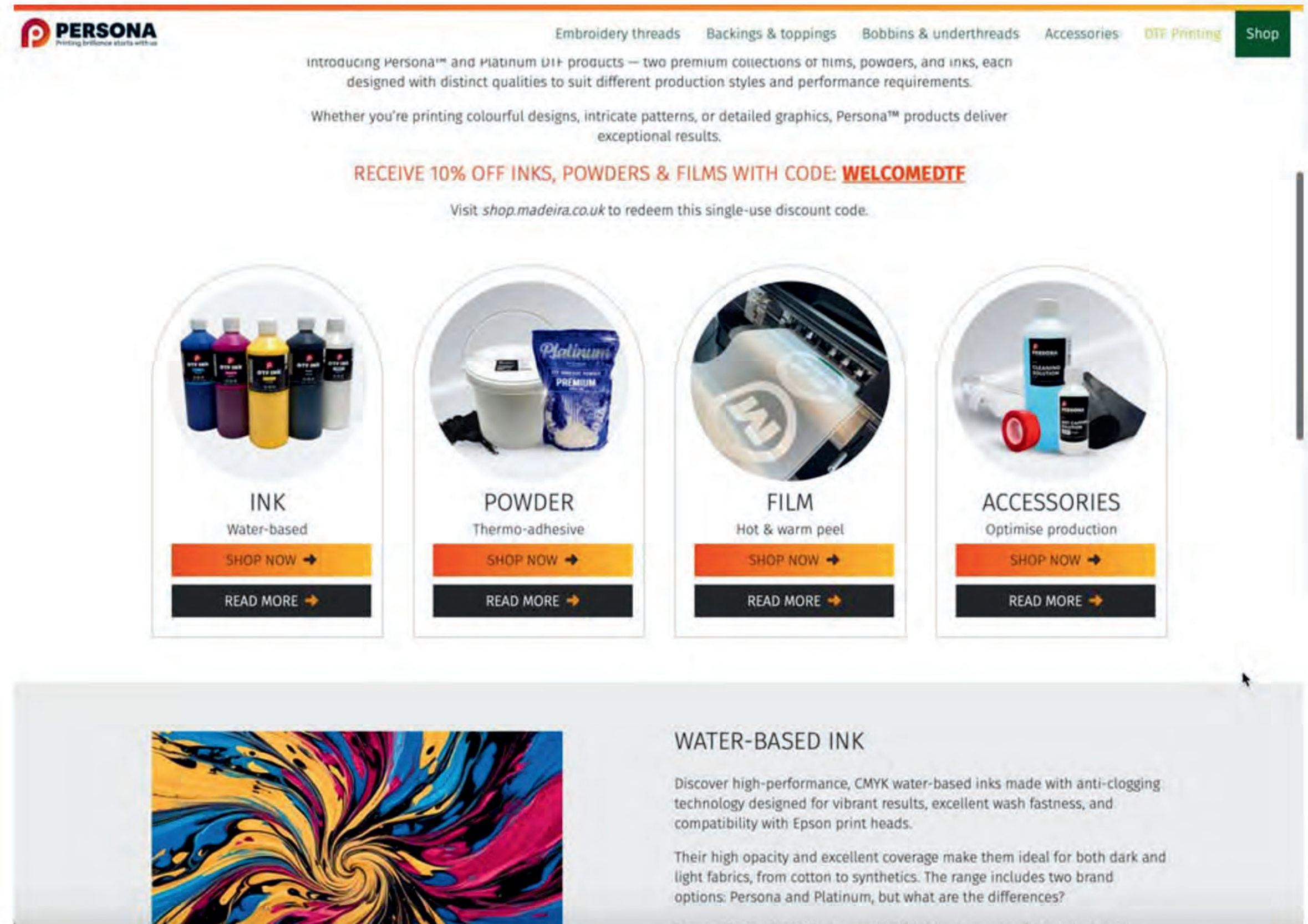


Figure J. Persona DTF Webpage (Madeira UK, 2025).



Managing E-commerce

- 1

Tradino

Using Tradino’s intuitive interface, we can easily create and manage voucher codes by setting key parameters such as code name, discount value, usage limits per customer, and applicable products.
- 2

BisTrack

Once the voucher code is created, it must be integrated with our sales database, Bistrack. This enables us to retrieve sales reports from the online shop, tracking voucher code usage and sales volume by customer.
- 3

Distribution

Finally, we select the platforms for distributing the voucher code, such as the website, email marketing campaigns, and social media channels.

The use of unique voucher codes provides a quantitative measure that directly reflects the effectiveness of marketing initiatives, allowing for a precise assessment of ROI and enabling businesses to make data-driven decisions for future campaigns (Wielki, 2020).

KSBs evidenced: S8

Required Data

ID	90	?
Voucher Code	WELCOMEDTF	?
Amount Vouchers	1	?
Description	10% off film powder & inks (Google Ad)	?
Net Voucher	☒	?
Value		?
Value in %	10	?
Currency	GBP, £	?
Required Value Of Goods	0	?
Voucher Type	once per customer (30)	?
Only For Articles	PER-PL-MOI-xxx-xxx PER-PL-FILM-xxx-xxx PER-PL-INKBLK-xxx-xxx PER-PL-INKCYAN-xxx-xxx	?
Only For Product Group		?
Not allowed product groups		?
Free Shipping	☐	?
Allowed	☒	?
Used	☐	?

Figure K. Voucher code creation (Tradino Admin, 2025).

Ad group
Persona

Campaign
DTF Supplies

Ad

Powder

Persona Adhesive Powder | Sale Now On 10% Discount | DTF Black & White Powder +10...
[madeira.co.uk/dtf-powder](#)
Madeira UK - Your one-stop supplier for all garment decoration needs. Offering a...
[View assets details](#)

Ink

Persona DTF Printing Inks | Direct-To-Film Printing Inks | DTF Inks Available in CMYK +...
[madeira.co.uk/dtf-ink](#)
Take a look at these DTF water-based inks with anti-clogging technology. DTF inks...
[View assets details](#)

Film

Supplied by Madeira UK | Hot Peel Transfer Film | DTF Transfer Films +10 more
[madeira.co.uk/dtf-film](#)
Offering a range of DTF printing supplies made in the EU. DTF film engineered for excellent in...
[View assets details](#)

Figure L. Google Ad Groups (Google, 2025).

Keyword Research

To maximise the likelihood of reaching potential customers through targeted search queries, the first step in implementing a Google Ads campaign involves identifying high-intent keywords (Purnomo, 2023).

Keyword	Keyword Type	Avg. Monthly Searches	Competition
"dtf printing"	Phrase match	1.9K	Medium
"dtf print"	Phrase match	480	Medium
"dtf film"	Phrase match	210	Low
"dtf supplies"	Phrase match	170	Low
"printer supplies"	Phrase match	170	High
"dtf ink"	Phrase match	165	High
"dtf powder"	Phrase match	155	Medium

KSBs evidenced: K5, K13

Figure M. Keyword Rankings (Google, 2025).

Customer Data

Targeted Customer Selection for Email Marketing

Compiled a focused list of existing customers likely to be interested in DTF printing, using two key sources:

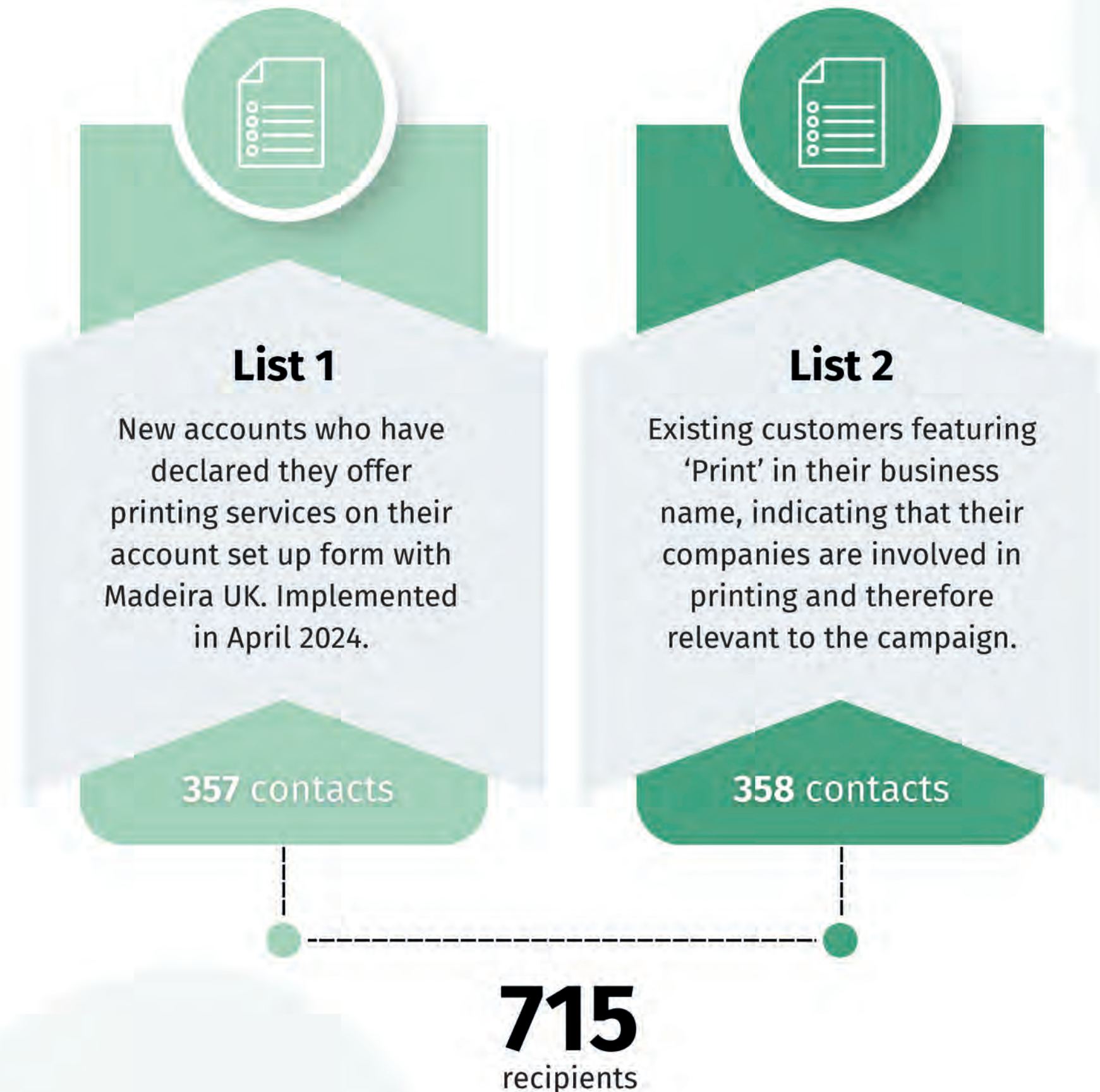
- Customers who registered interest in DTF
- Businesses with “print” in their company name

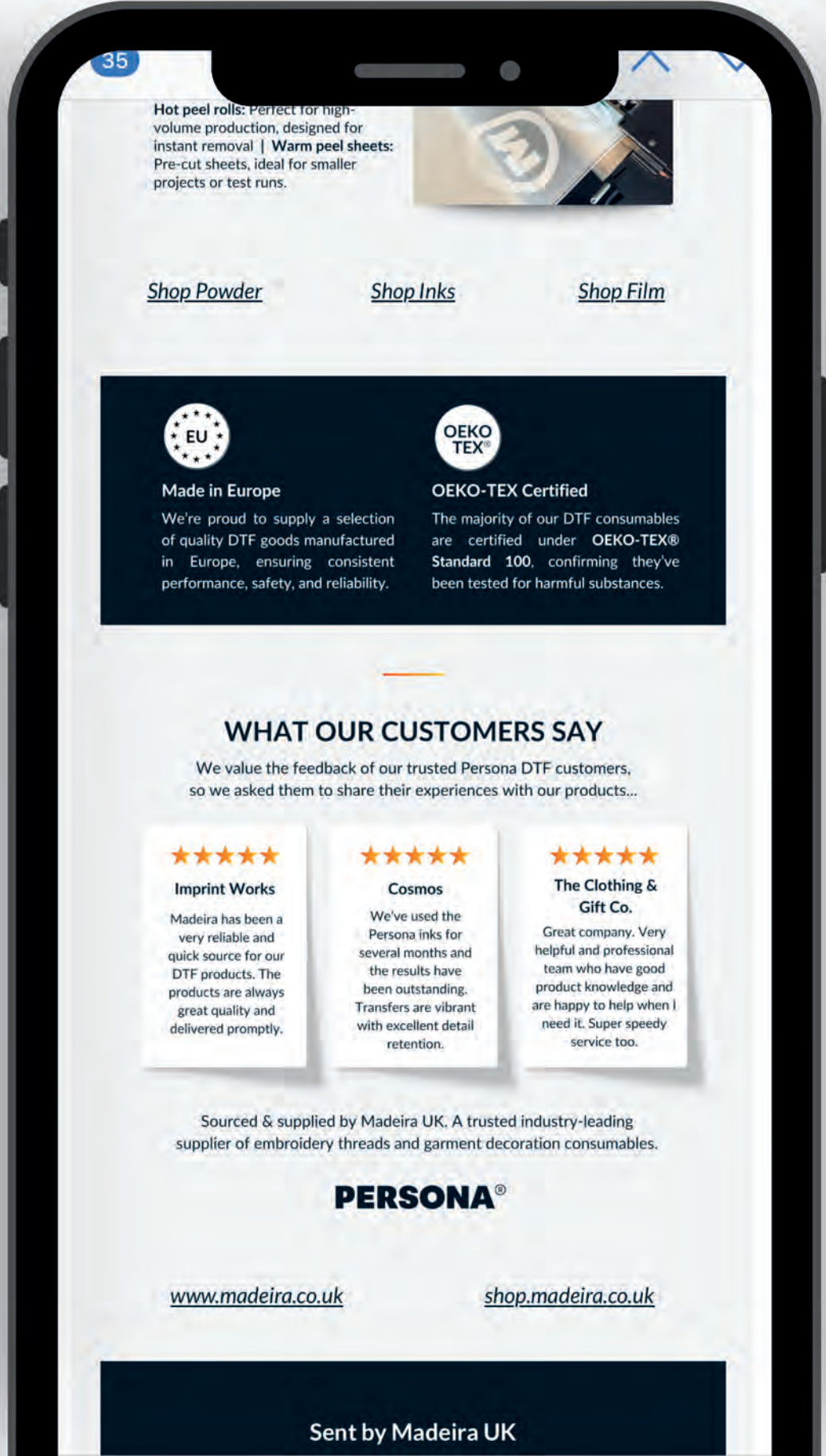
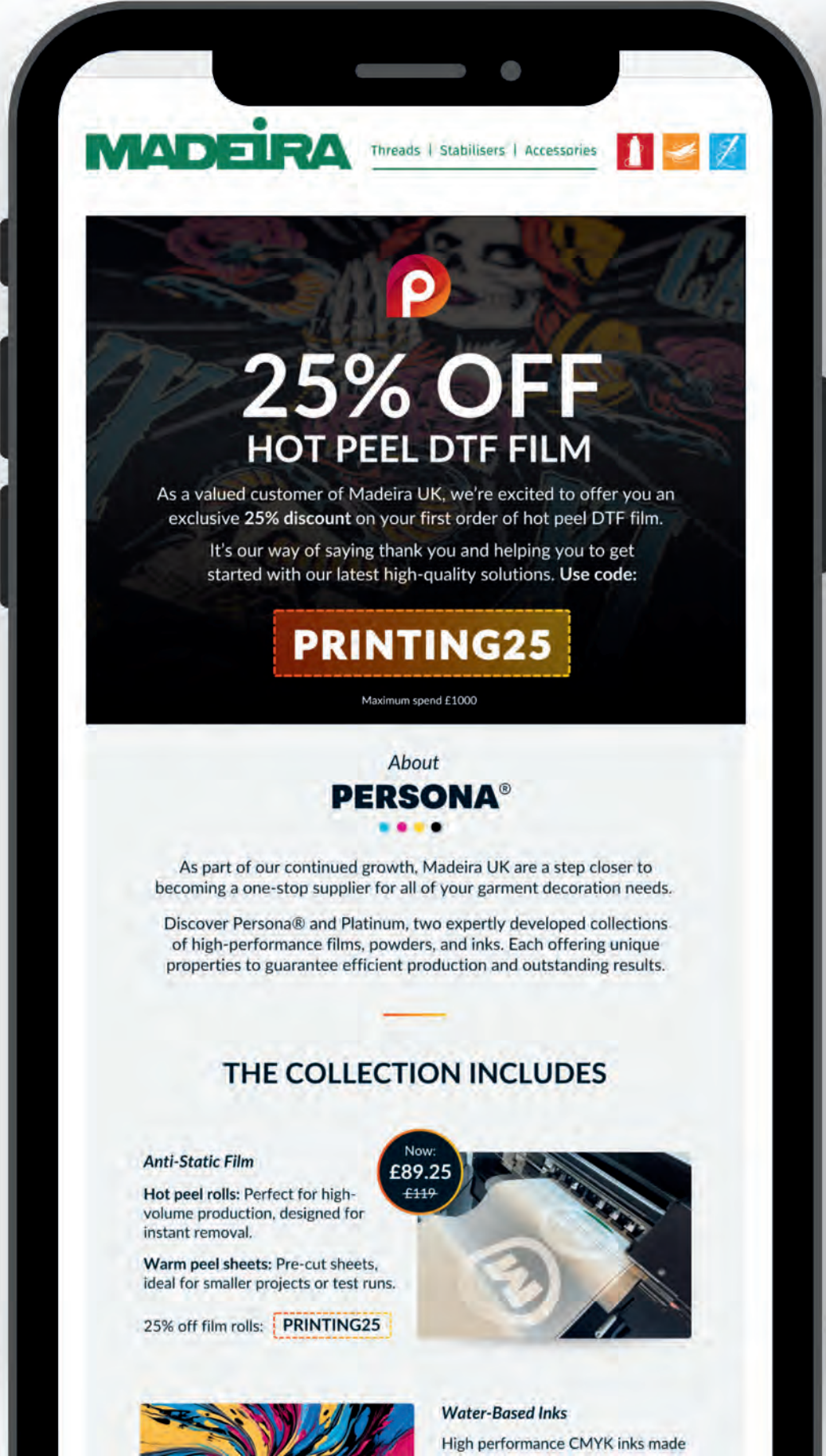
In compliance with GDPR, only customers who had opted in to receive marketing emails were included (**Government Digital Service, 2015**).

The list was cross-checked in Excel against purchase data to exclude any customers who had already bought from the Persona range.

This approach ensured the promotional offer reached only eligible, high-potential leads.

KSBs evidenced: K5, K8, K13, S4





Voucher code 'PRINTING25'

Voucher code 'FILM25'

Introduction to Persona

Introduction to Persona

OEKO-TEX certifications

OEKO-TEX certifications

EU manufacturing status

EU manufacturing status

Customer testimonials

A/B testing is an effective strategy for assessing how small changes can impact engagement and influence purchasing decisions (Mohammad et al., 2024).

KSBs evidenced: K1, K11, K12, S3, S4, S11, B4



Figure N. DTF Marketing Email (Greetham, 2025).

Section four
OUTCOME.



Ad Performance Overview

The four-week Google advertising campaign was executed within the scheduled timeframe, delivering positive results and offering valuable insights for future marketing initiatives. With a budget of £[redacted]/day, the ads generated 319 clicks from 5.27K impressions, resulting in a click-through rate (CTR) of 6.1%. This significantly exceeds the B2B industry average CTR of 2.41% (Irvine, 2025).

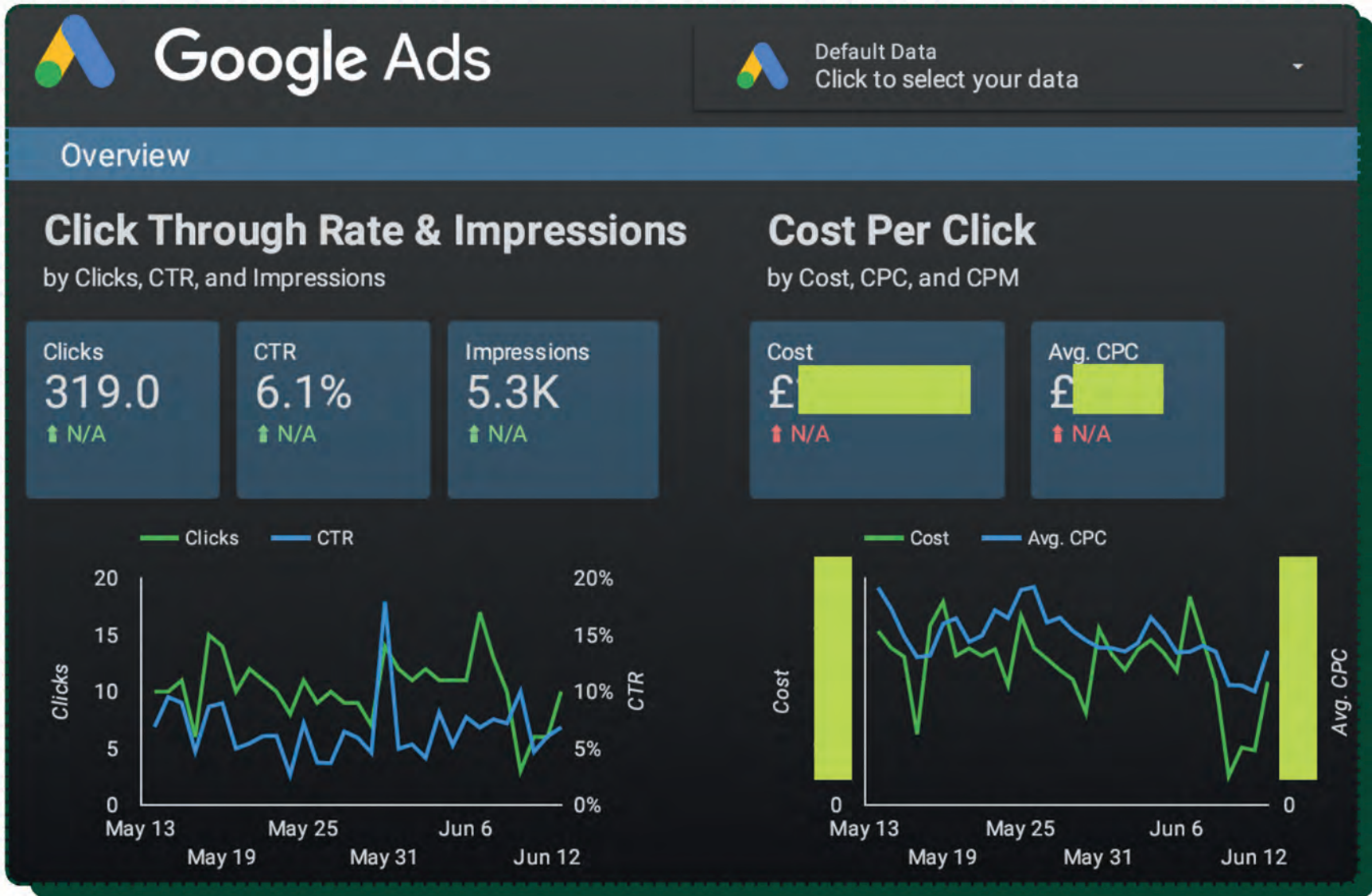


Figure O. Google Looker Studio. (Google, 2025).

KSBS evidenced: K2, K5, S10

☐	☒	Ad	Clicks	↓ Impr.	CTR	Avg. CPC
☐	☒	Supplied by Madeira UK Hot Peel Transfer Film DTF Transfer Films +10 more madeira.co.uk/dtf-film Offering a range of DTF printing supplies made in the EU. DTF film engineered for excellent in... View assets details	207	2,924	7.08%	[redacted]
☐	☒	Persona Adhesive Powder Sale Now On 10% Discount DTF Black & White Powder +10... madeira.co.uk/dtf-powder Madeira UK - Your one-stop supplier for all garment decoration needs. Offering a... View assets details	92	1,971	4.67%	[redacted]
☐	☒	Persona DTF Printing Inks Direct-To-Film Printing Inks DTF Inks Available in CMYK +... madeira.co.uk/dtf-ink Take a look at these DTF water-based inks with anti-clogging technology. DTF inks... View assets details	20	374	5.35%	[redacted]
Total: Filtered ads ?			319	5,269	6.05%	[redacted]
Total: Account ?			319	5,269	6.05%	[redacted]

Figure P. Google Ads Performance (Google, 2025).

Voucher Code Statistics

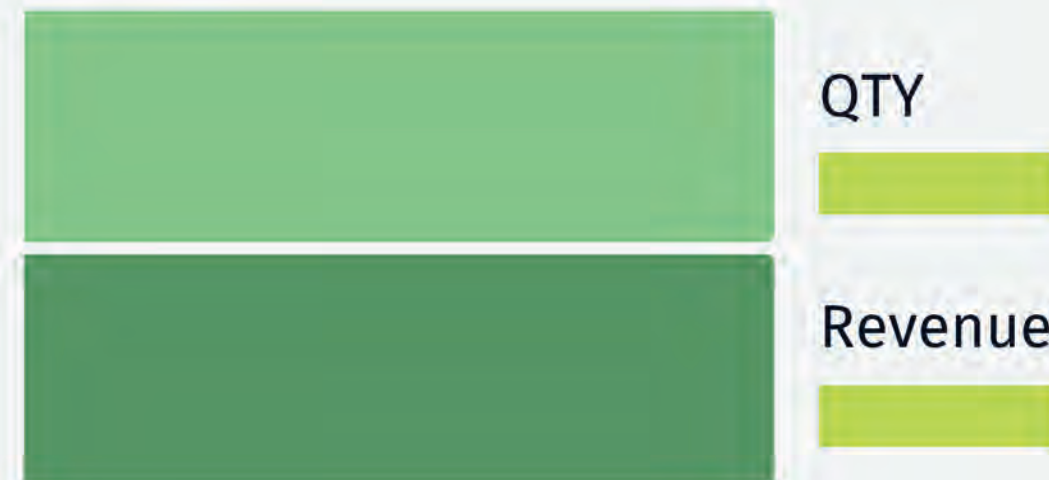


PRINTING25

25% off DTF film



PER-PL-FILM
(5 orders)



Profit:
£1,000.00 (48.45% profit margin)

WELCOMEDTF

10% off inks, powder, film



PER-PL-FILM
(1 order)



Profit:
£1,000.00 (57.06% profit margin)

Total revenue:

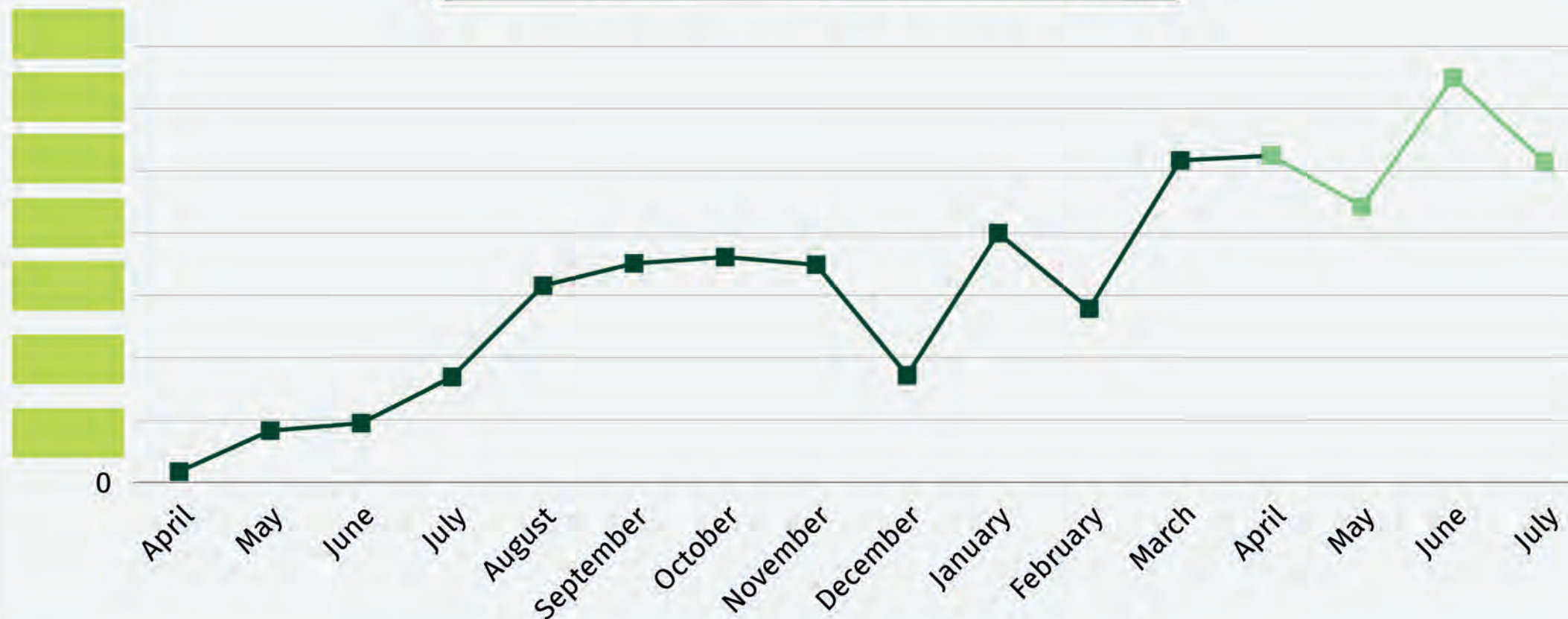
£1,000.00

Gross profit:

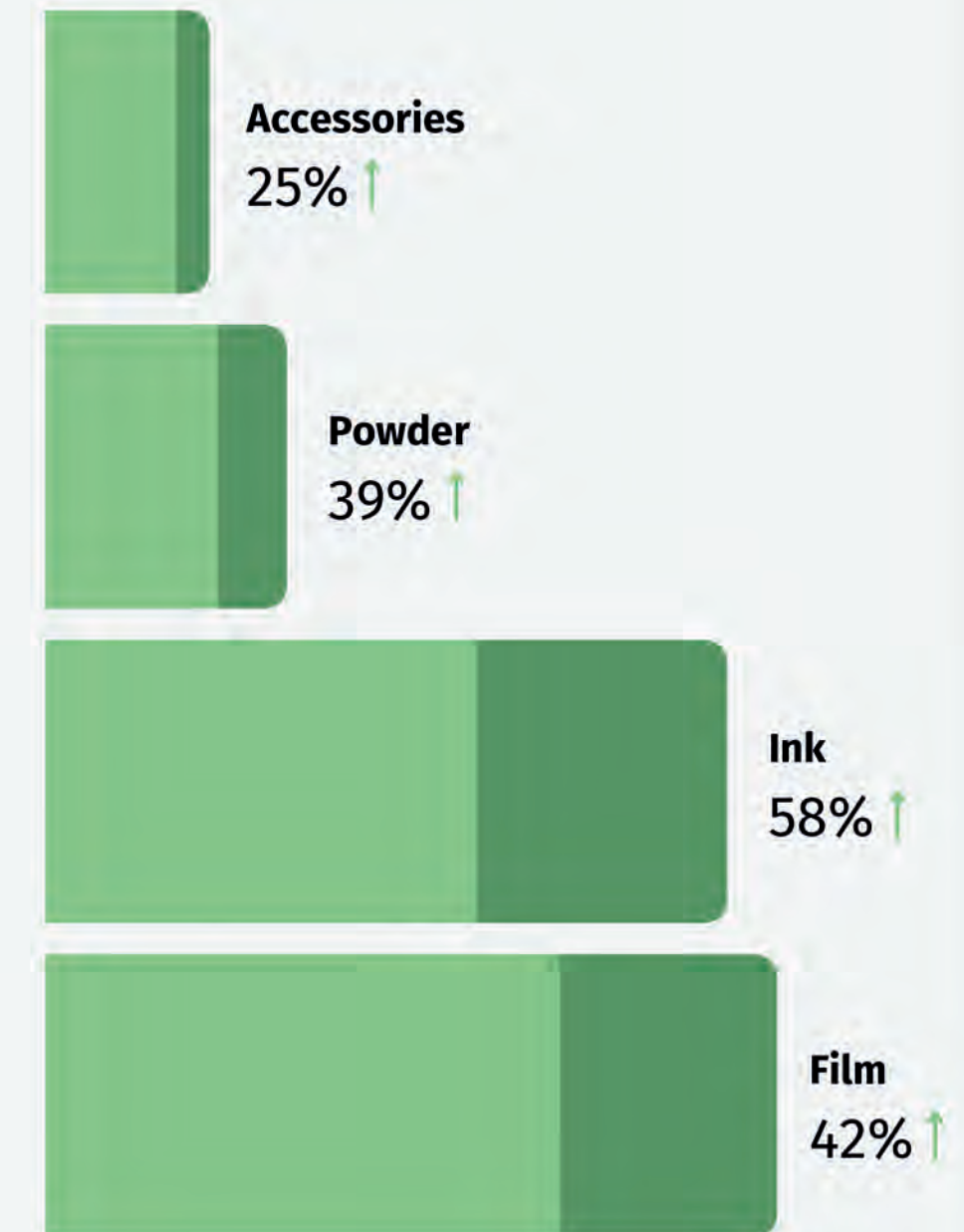
£1,000.00

Sales Data

(£) Sales since launch April 2024 - July 2025



May - July 2025: Sales growth %



Sales to date
(April 2024 - July 2025)

£

Sales between
May - July 2025

£

Sales percentage
increase:

45.3%



Results

Objective 1.

As a result of our marketing initiatives between May and July, it is reasonable to suggest that the 45.3% increase in sales was influenced by these efforts, with a noticeable spike occurring in June during the mid-point of the campaign.

Objective 2.

Successful launch and management of a four-week Google Ads campaign, using strategic keyword research to target search terms relevant to DTF-focused businesses. This achieved our goal, generating 319 clicks to the Persona webpage with a 6.1% CTR.

Objective 3.

The A/B marketing strategy delivered valuable insight into buying behaviour, generating £[REDACTED] in DTF transfer film sales. While we only managed to convert 0.70% of recipients into purchasing, the findings offer a strong foundation for refining future email campaigns.

KSBs evidenced: S5, S6, S12, B5



Objective 1

Increase monthly sales by 10% through targeted paid advertising for the new Persona launch.



Objective 2

Generate a minimum of 100 website visits to the Persona product page on www.madeira.co.uk by running a four week targeted Google Search campaign.



Objective 3

By June 2025, launch a targeted email campaign offering 25% off DTF film, aiming to convert 5% of recipients into Persona customers.

Reflections & Recommendations



Figure Q. Concept Light Bulb (Canva Pro, 2025).

- 1 Utilise Google Advertising in future marketing**
The campaign demonstrated Google Ads' effectiveness in driving traffic and generating a sales spike in June. It is recommended to prioritise future marketing budgets towards Google Ads and focus on ongoing optimisation to maximise ROI.
- 2 Expand the promotional offer**
The email promotion's limitation to DTF film may have restricted customer uptake, impacting Objective 3. To improve conversion rates, future campaigns should consider lowering the discount and expanding the offer to the entire product range, increasing its appeal and encouraging more customers to use the promotion.
- 3 Project Management**
Continue leveraging project management tools such as the Gantt chart and RACI matrix. These tools were vital in clearly defining stakeholder roles, responsibilities, timelines, and budget considerations, enabling effective communication and accountability across teams.

KSBs evidenced: S10, S14, B7