

Marketing Starter Report v0

Report Assumptions

This report is generated from the approved Archon Book and submitted Campaign Brief for Servadra Company Limited. It provides a directional, first-draft advertising planning document for review by the client or their chosen advertising provider.

Key assumptions:

- The client or their advertising provider will review, edit, set up, launch, manage, monitor, and optimise any advertising campaign.
- This report does not constitute legal, financial, compliance, or professional advertising advice.
- All suggestions are for consideration and may require adjustment based on platform policies, market conditions, and business objectives.
- No performance, ranking, or conversion guarantees are made or implied.

Business Summary From Archon Book

Servadra Company Limited operates in the SaaS technology sector, providing a governed AI customer enquiry and support platform for UK businesses. The platform is designed to help organisations manage customer enquiries through AI-powered automation while maintaining appropriate governance controls. The service is classified as a structured, governed AI deployment, indicating a structured but flexible approach to AI deployment in customer support environments.

Suggested Campaign Objective

Based on the campaign goal of generating enquiries, the suggested Google Ads campaign objective is:

Lead Generation – This objective is designed to capture enquiries from businesses interested in learning more about the Servadra platform. It aligns with the goal of driving enquiries rather than direct sales or brand awareness.

Alternative objective for consideration: **Website Traffic** – If the client prefers to drive visitors to the landing page and capture enquiries through on-site forms, this objective may also be suitable.

Target Market Location Strategy

The target market is London, with a local location type. Suggested geographic targeting approach:

- **Targeted location:** London (city-level targeting)
- **Location options:** People in or regularly in your targeted locations
- **Radius suggestion:** Not required given city-level targeting
- **Excluded locations:** None specified

This approach focuses advertising spend on businesses and decision-makers physically located within or regularly operating in London, which is appropriate for a UK-focused SaaS platform seeking local enquiries.

Budget Planning Guidance

The monthly budget is [Client Budget]. Below is a suggested percentage allocation for campaign structure. These are directional suggestions only and do not predict results, clicks, or conversions.

Budget Component	Suggested Allocation	Monthly Amount
Campaign 1 – High-Intent Search	60%	[60% of budget]
Campaign 2 – Problem-Based Search	30%	[30% of budget]
Campaign 3 – Brand/Remarketing	10%	[10% of budget]

Important notes:

- Budget allocation should be reviewed after 14 days of campaign data.
- Google Ads may spend up to 2x the daily budget on high-traffic days, but total monthly spend will not exceed the monthly budget.
- No click, cost-per-click, or lead cost forecasts are provided.

Suggested Campaign Structure

Three campaigns are suggested for consideration:

Campaign 1: High-Intent Search

- **Campaign type:** Search
- **Focus:** Businesses actively searching for AI customer support platforms
- **Budget allocation:** 60%

Campaign 2: Problem-Based Search

- **Campaign type:** Search
- **Focus:** Businesses experiencing customer support challenges
- **Budget allocation:** 30%

Campaign 3: Brand and Remarketing

- **Campaign type:** Search (brand) + Display (remarketing)
- **Focus:** Capturing brand searches and re-engaging website visitors
- **Budget allocation:** 10%

Suggested Ad Groups

Six ad groups are suggested for consideration across the three campaigns:

Campaign 1 – High-Intent Search

1. **AI Customer Support Platform** – For searches related to AI-powered customer support solutions
2. **Governed AI Enquiry Platform** – For searches focused on governed or compliant AI solutions

Campaign 2 – Problem-Based Search

3. **Customer Enquiry Management** – For businesses seeking to improve enquiry handling

4. **Support Automation Tools** – For businesses looking to automate customer support
5. **AI for UK Businesses** – For UK-specific AI support platform searches

Campaign 3 – Brand and Remarketing

6. **Servadra Brand Terms** – For searches including the Servadra brand name

Keyword Suggestions

High-Intent Keywords (8-15 suggestions)

1. AI customer support platform (2 words, 27 chars)
2. governed AI enquiry system (3 words, 24 chars)
3. AI enquiry management software (3 words, 29 chars)
4. customer support AI platform (3 words, 27 chars)
5. AI powered customer service (3 words, 25 chars)
6. automated enquiry handling (2 words, 24 chars)
7. AI support platform UK (3 words, 20 chars)
8. customer enquiry automation (2 words, 26 chars)
9. AI customer service software (3 words, 28 chars)
10. intelligent enquiry routing (2 words, 25 chars)
11. AI support system business (3 words, 24 chars)
12. customer enquiry AI tool (3 words, 22 chars)

Problem-Based Keywords (8-15 suggestions)

1. improve customer enquiry response (3 words, 30 chars)
2. reduce support ticket volume (3 words, 25 chars)
3. customer enquiry management issues (3 words, 31 chars)
4. slow customer support response (3 words, 28 chars)
5. automate customer enquiries (2 words, 25 chars)
6. better enquiry handling system (3 words, 27 chars)
7. customer support efficiency tools (3 words, 29 chars)
8. manage high enquiry volume (3 words, 24 chars)
9. streamline customer support (2 words, 25 chars)
10. reduce support team workload (3 words, 26 chars)
11. improve first response time (3 words, 25 chars)
12. customer enquiry tracking problems (3 words, 30 chars)

Location-Based Keywords (8-15 suggestions)

1. AI customer support London (3 words, 23 chars)
2. London AI enquiry platform (3 words, 24 chars)
3. customer support AI London (3 words, 24 chars)
4. AI platform for London businesses (4 words, 30 chars)
5. London based AI support (3 words, 20 chars)

6. AI enquiry system London (3 words, 22 chars)
7. London customer service AI (3 words, 23 chars)
8. AI support UK London (3 words, 17 chars)
9. London business AI platform (3 words, 24 chars)
10. AI customer enquiry London (3 words, 24 chars)
11. London automated support (2 words, 21 chars)
12. AI for London companies (3 words, 22 chars)

Negative Keyword Suggestions

Irrelevant Services (5-8 suggestions)

1. free AI chatbot
2. AI for personal use
3. AI image generator
4. AI writing tool
5. AI video creation
6. AI music generator
7. AI art platform
8. AI for students

Competitor Names (3-5 suggestions)

1. Zendesk
2. Intercom
3. Freshdesk
4. Salesforce
5. HubSpot

Job Seeker Terms (3-5 suggestions)

1. AI support jobs
2. customer service jobs
3. AI engineer jobs
4. support role vacancies
5. AI careers

Non-Business Terms (3-5 suggestions)

1. free trial only
2. open source
3. DIY AI
4. build your own
5. hobby project

Geographic Exclusions (2-3 suggestions)

1. outside UK

2. international
3. global

Ad Copy Bank

Headlines (12-15 suggestions, max 30 characters each)

1. AI Customer Support Platform (27 chars)
2. Governed AI Enquiry System (24 chars)
3. Automate Customer Enquiries (25 chars)
4. AI for UK Businesses (18 chars)
5. Improve Response Times (21 chars)
6. Smart Enquiry Management (23 chars)
7. AI Powered Support (16 chars)
8. London AI Platform (16 chars)
9. Streamline Support (16 chars)
10. Intelligent Enquiry Routing (26 chars)
11. Reduce Support Workload (22 chars)
12. AI Enquiry Automation (21 chars)
13. Better Customer Service (20 chars)
14. UK Business AI Support (20 chars)
15. Enquiry Management AI (21 chars)

Descriptions (4 suggestions, max 90 characters each)

1. Discover a governed AI platform for customer enquiries. Designed for UK businesses seeking efficient, automated support solutions. (89 chars)
2. Improve your customer enquiry handling with AI automation. Reduce response times and manage volume effectively. (84 chars)
3. A governed approach to AI customer support. Built for UK businesses that need reliable enquiry management. (83 chars)
4. Automate and streamline customer enquiries with intelligent AI routing. Suitable for London-based businesses. (83 chars)

Callouts (6-10 suggestions)

1. Governed AI Platform
2. UK Business Focus
3. Automated Enquiry Handling
4. Intelligent Routing
5. Reduce Response Times
6. Scalable Solution
7. London Based Support
8. Efficient Management

Sitelinks (4 suggestions)

1. Platform Overview – Learn about the governed AI platform
2. How It Works – Understand the enquiry automation process
3. UK Business Solutions – See how UK businesses benefit
4. Get Started – Enquire about the platform today

Landing Page Fit Check

The landing page URL provided is: <https://www.servadra.com>

Observations for review:

- The homepage should clearly communicate the governed AI customer enquiry and support platform offering.
- Consider whether a dedicated landing page for the CAMPAIGN-A service would improve conversion rates.
- The page should include a clear enquiry form or call-to-action for capturing leads.
- Ensure the page loads quickly on mobile devices, as many business searches occur on mobile.
- The page content should align with the ad copy and keywords used in the campaign.

Suggested improvements for consideration:

- Add a dedicated enquiry capture form above the fold.
- Include social proof such as client logos or testimonials (if available).
- Ensure the page clearly explains what makes the platform governed and suitable for UK businesses.

Suggested FAQ, KB and Tips Updates

Based on the campaign focus, the following content updates may improve user experience and conversion:

FAQ suggestions:

1. What does governed AI mean for customer support?
2. How does the platform handle data privacy for UK businesses?
3. Is the platform suitable for small and medium businesses?
4. How quickly can the platform be implemented?
5. What types of customer enquiries can the platform handle?

Knowledge base suggestions:

1. Article on how AI enquiry automation works
2. Guide to governed AI in customer support
3. Case study examples (if available)

Tips for the website:

1. Add a clear value proposition on the homepage
2. Include a comparison of manual vs automated enquiry handling
3. Highlight UK-specific compliance and governance features

Notes for Advertising Provider

The following notes are provided for the advertising provider who will set up and manage the campaign:

1. **Campaign setup:** This report provides a starter structure. The provider should review and adjust based on platform policies and best practices.
2. **Conversion tracking:** Ensure Google Ads conversion tracking is properly implemented on the enquiry form or call-to-action.
3. **Ad extensions:** Consider adding call extensions if the client accepts phone enquiries.
4. **Audience targeting:** In-market audiences for business software and customer support tools may be suitable for consideration.
5. **Budget pacing:** Monitor spend daily for the first week to ensure the budget is pacing as expected.
6. **Quality Score:** Monitor keyword Quality Scores and adjust ad copy and landing pages accordingly.
7. **A/B testing:** Consider testing different headlines and descriptions after 14 days of data.
8. **Compliance:** Ensure all ad copy complies with Google Ads policies and does not make prohibited claims.
9. **Reporting:** Provide regular reporting on impressions, clicks, CTR, and conversion data.
10. **Optimisation:** Review search term reports weekly to add new negative keywords and pause underperforming keywords.

Optional Advertising Partner Suggestions

This section is not included as provider suggestions were not enabled in the campaign brief.

Consent Required Before Partner Introduction

This section is not applicable as no partner introduction is suggested.

Before You Use This Report

Please review the following checklist before using this report:

- I understand this is a starter report, not a final ready-to-launch campaign
- I will review all keyword suggestions and remove any that are not relevant
- I will review all ad copy and ensure it complies with platform policies
- I will set up conversion tracking before launching any campaign
- I understand that no performance, ranking, or conversion guarantees are made
- I will monitor the campaign and make adjustments based on data
- I will ensure the landing page is optimised for conversions
- I will review and update negative keywords regularly
- I understand that budget allocation is directional and may need adjustment
- I will consult with a qualified advertising provider if needed

Final Disclaimer

This Marketing Starter Report v0 is provided for informational and planning purposes only. It does not constitute legal, financial, compliance, or professional advertising advice. The suggestions contained in this report are directional and for consideration only. They do not guarantee ad approval, clicks, enquiries, leads, sales, ranking, conversion, or campaign performance.

The client or their chosen advertising provider is solely responsible for reviewing, editing, setting up, launching, managing, monitoring, and optimising any advertising campaign. Servadra Company Limited does not set up, manage, or optimise advertising campaigns on behalf of clients.

All advertising campaigns must comply with the applicable platform policies, including but not limited to Google Ads policies. The client should consult with qualified professionals for legal, financial, and compliance advice specific to their business and industry.

This report is generated from the approved Archon Book and submitted Campaign Brief. Any use of this report outside of these parameters is at the user's own risk.