

CASE STUDY:

CLIENT COMPANY:

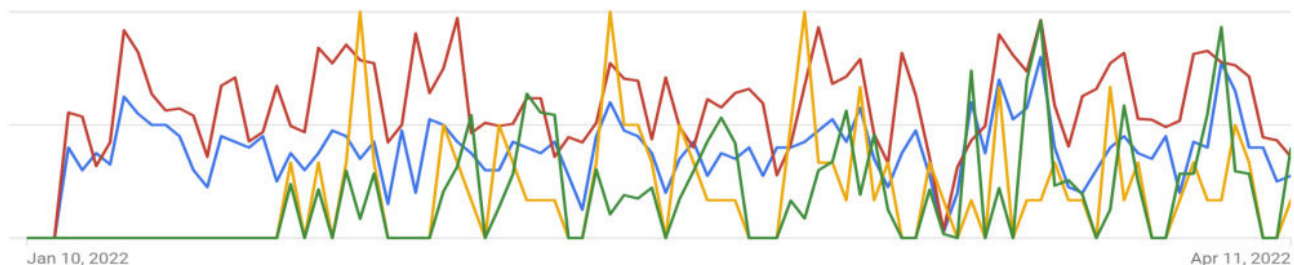
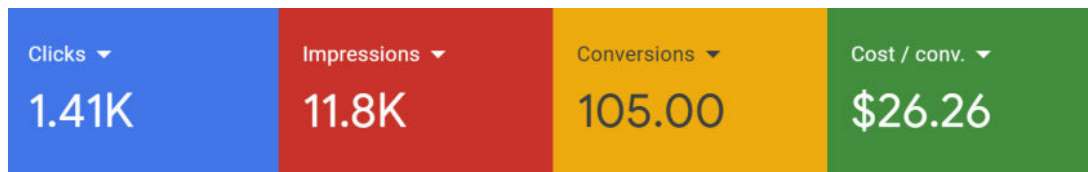
CLIENT GOALS:



Create a predictable lead generating machine through the use of Google Ads in order to launch their online academy for irrigation specialists.

CLIENT RESULTS:

Optimized Google Search campaign generating over 1000 visits to the website in the last 90 days resulting in 105 leads at a cost per acquisition of \$26.26.



HOW WE DID IT:

- A/B Split Testing of Ads
- New More Consumer Centric Ad Copy
- In-Depth Keyword Research and Search Query Optimization
- Extensive Daily Negative Keyword List Creation
- Creation of invalid click blocking system
- New Google Analytics Reporting

CASE STUDY:

- New Call Tracking Reporting with Call Recording and Instant/Daily/Weekly/Monthly report to client for sales optimization
- Feedback loop communication system with his team and our marketing manager
- Strict adherence to google search and search partner channels (High intention)
- Competitor Research