

# CASE STUDY:

## CLIENT COMPANY:

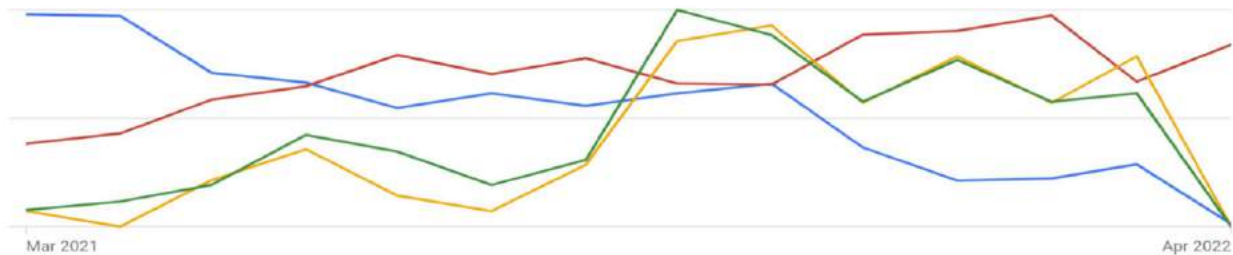
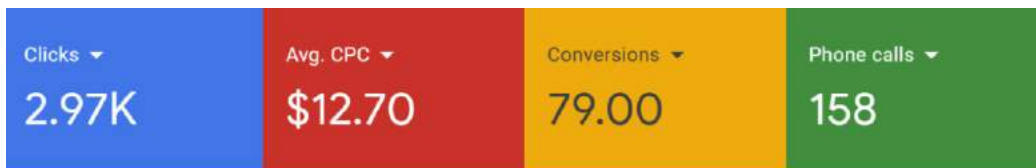


## CLIENT GOALS:

Create a predictable lead generating machine through the use of Google Ads in order to supplement the leads generated through in person expos due to COVID.

## CLIENT RESULTS:

Optimized Google Search campaign generating almost 3000 visits to the website resulting in 79 leads and over 150 phone calls.



## 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