

# Traditional to New-Age

## A Case Study on One Client's Journey into AdWords

### The Story:

All clients come with their quirks, unique requests and sometimes hairy warts but every once in a while (okay, more like: hardly ever) you get one that is the parent company to 14 sub-companies. Social Drive was hired by one of those rare gems and we've been thoroughly enjoying our experience with them ever since. Including their corporate office we are in charge of the online marketing needs for 15 separate entities. In 2014 the client decided (with our encouragement) it was time to plunge into the world of modern day campaigning – aka: Google AdWords. About 6 months into it we noticed their strategy wasn't working and needed a complete overhaul. So that is just what we did.

### The Strategy:

With such a high number of campaigns to run we knew that staying organized and steadfast would be essential to getting the most return on the client's investment. Because of this we decided to forego creating new campaigns for each company and instead started running campaigns for just a few of the sites. This gave us the ability to refine the copy/image strategy while avoiding wasteful ad spend. We were able to determine what worked and from there roll out the ad campaigns for the remaining sites and scale our success.

### In a nutshell, our strategy focused on:

- **Efficiency** – By focusing our efforts on a few campaigns we could spend our time perfecting our keywords and ad copy before deploying it across all fourteen accounts.
- **Cost** – By only deploying high performance keywords, we ensured that campaigns received the best performance from our changes.
- **Performance** – Leveraging the similarities between all communities allowed us to 'hit the ground running' as we rolled out each new iteration of our campaign structure.

### The Work:

We had the new strategy, then it was time to roll up our sleeves and get to work. Each campaign required:

## Coding and Analytics

- Installation of AdWords conversion code across each company's website for conversion and revenue tracking.
- Installation of remarketing code for use in remarketing ads.
- Setup and integration of Google Analytics for advanced AdWords features, revenue and goal tracking.
- Consistent labeling of campaigns and ad groups for organization and analysis.

## Account Structure and Setup

- Splitting existing ad groups up thematically.
- Tailoring highly relevant ad copy with keywords.
- Implementation of ad extensions, i.e. phone number and location data, reviews, and site links.
- Specialized keyword matching types such as Modified Broad Match and Exact Match.
- Researching and implementing additional keywords.
- Researching and implementing negative keywords to reduce unqualified traffic.
- Creating and testing new ad copy while maintaining consistency with the desired brand image.

## The Result:

We killed it. Okay, we take that back but the numbers clearly speak for themselves. Not only did we double the conversion rate in just a few short months but we significantly lowered the CPC.

Before Strategy Implementation:

Jan. 1<sup>st</sup>-July 31<sup>st</sup> 2014

- Total Conversions: 10
- Conversions Per Month: 1.4
- Cost Per Conversion: \$1,201

**After Strategy Implementation:**

Aug. 1<sup>st</sup>- Nov. 21<sup>st</sup> 2014

- Total Conversions: 16
- Conversions Per Month: 4
- Cost Per Conversion: \$736



#### 4 Month Progress

- Total Conversions: *60% Increase*
- Conversions Per Month: *285% Increase*
- Cost Per Conversion: *39% Decrease*

#### **The Moral of the Study:**

Moving from one marketing platform to another is always a bit nerve-wracking and yes, sometimes it takes a while to perfect the strategy, but when implemented successfully, it's worth it. While this study is over, our work with this client isn't. We'll continue to focus on:

- Improving number of qualified clicks
- Reducing our cost per click
- Reducing cost per conversion

Til' next time...

The Social Drive Team

