

Increasing Google AdWords ROI for an Industrial Storage Company



Our client, an industrial storage supply company in our area, had an existing Google AdWords campaign in place but their strategy resulted in a cost of \$38 per sign up and a whopping \$17 per click - far too much money for far too few clicks. In September 2020 alone, they spent almost \$3,800 for only 217 clicks on their ads

Our Campaign by the Numbers

153%

increase in number of clicks

28%

increase in signups

\$13

saved on each sign up

Catching Up with the Competition

Our client controlled a modest portion of the surprisingly large and competitive market for industrial storage supplies. They recently discovered why they have been unable to control more of the local market - their marketing efforts lagged far behind their competition, especially digitally. Their competitors were having marked success via digital channels while our client primarily relied on conventional marketing. Realizing something needed to change, they embarked on their own AdWords journey using well-intending internal marketing employees that just did not have the knowledge to effectively drive traffic that will affect their bottom line. That is where we come in.

The Goal – Getting a Bigger Piece of the Market

The goal was clear. They had already spent \$3,000 the previous month with less than satisfactory results. While their digital marketing efforts were failing, their competitors were capturing a larger piece of the market every day. It was time to turn that around.

Our Solution

One of the many reasons why Google AdWords is a great way to boost your web presence and drive ready-to-buy traffic to your website is the ability to adjust a campaign based on performance.

Because our client had an existing AdWords campaign in place, we analyzed their results and built on the parts of the strategy that were working and changed those that were not.

We started with improving the copy of the ads and landing pages. Copy that is relevant improves your Quality Score, Google's rating of the quality and relevance of your ads. A higher Quality Score translates to a lower cost per click and a lower cost per conversion.

Next, we began targeting keywords that their competition was targeting, including branded keywords. This means when potential customers search for our client's competition by name, in addition to the results they also saw our client's ads.

For keywords that were underperforming and could not be helped with improved copy, we simply removed them. No sense in throwing away money.

Finally, we added negative keywords. Excluding search terms that will not result in a qualified lead or sale is another way to save money and maximize ROI.

Segmenting Audiences to Connect Emotionally

Facebook Ads are often created for too general an audience in an effort to reach more people with the same ad. This usually has disappointing results. The best method is to segment audiences to an almost granular level then take the time to create ads that speak to them on an emotional level. The result for our client was increased awareness about their online services, increased web traffic and increased loan applications.

The Success – A Winning Strategy

Google AdWords is often perceived as an expensive way to reach your audience. However, a professionally managed strategy that is set up properly is a cost-effective way to get leads

Here is a summary of how we made our client's AdWords campaign successful:

■ **\$800**

saved in the 1st month of our campaign compared to previous campaign

■ **\$12**

saved on each of the 549 clicks, 332 more clicks than the month before

■ **128**

conversions compared to before a 28% increase

■ **19%**

of conversions resulted from targeting the competitor's keywords

Google AdWords Done Right

The key to a successful Google AdWords campaign is targeted ad copy that funnels potential customers to a landing page that is relevant to the copy on the ads. Then, thoroughly researching existing campaigns (if they exist) and competitor keywords. Equipped with this knowledge, we can then spend our client's valuable marketing budget on the right keywords and stop wasting money on the wrong ones.