



GOOGLE ADS

Case Study

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THE PROJECT

This is a case study for a local Professional Home & Office Organizer serving clients since 2007. In the midst of the COVID pandemic, this client had decided to offer “virtual” organizing services.

We conducted a thorough keyword research project to dig through all the many possible search phrases people might use to not only look for those specific services but who might also find those services attractive should the ad appear before them in search results.

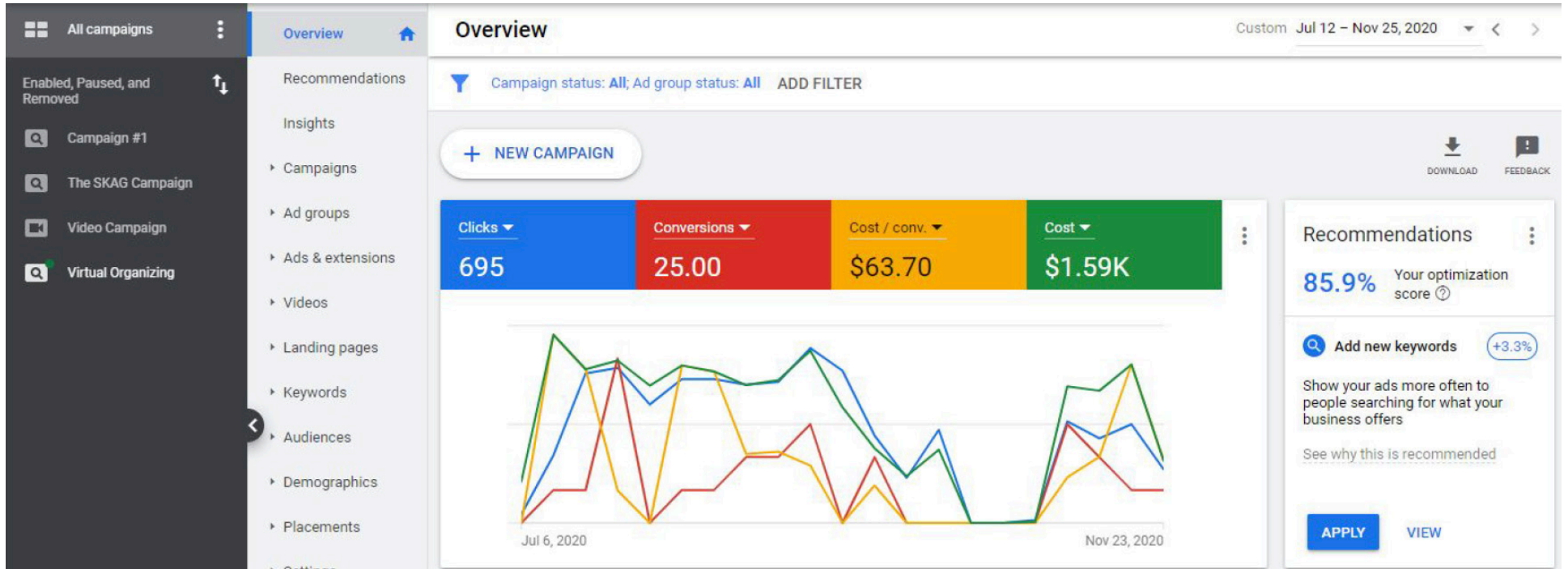
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HOW WE DID IT

For this client, our primary marketing service was Google AdWords and managing their online website.

After finding plenty of ways to reach their specific targeted audience, we built a campaign that tripled our client's leads within the first month. Their business had declined drastically because people did not want to have someone physically come to their home or office to help with organization. Since the COVID crisis has kicked in, search results for many services with virtual offerings have spiked. We leveraged this to our advantage.

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As you can see in the chart above, there is a break in trend for the month of October. This is because the client had received so many leads that they needed us to shut down the campaign for a few weeks so that they could handle the workload. They asked for the campaign to resume at the start of November 2020.

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HOW IT CAN WORK FOR YOU

Google AdWords is a client-favorite service because it delivers tangible results, and it can happen quickly. The challenge of advertising on Google is the management of relevant keywords, ad optimization, and more. Studio490 handles this for our clients. Being Google certified, we can have confidence in managing your online advertising.

We'd love to discuss with you how we can help. Please get in touch with our team.

WOULD YOU LIKE TO WORK WITH US?

**LET'S START WORKING
TOGETHER TODAY!**

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