

REVENUE CASE STUDY



AOK Marketing
An Opportunity Knocks

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“ Without revenue,
there is no profit.



Revenue Case Study

AOK Marketing is an online marketing agency focused on Marketing Profit. This focus is based on the belief that marketing without attributable profit is a waste of time. One of the key components of profit is revenue. Without revenue, there is no profit.



Note: *This case study is presented with information supplied by the customer, and from information available in the Google AdWords interface. Google AdWords is Google's advertising service that allows you to advertise your website on a Search Engine Results Page (SERP). Businesses tend to make \$2 on every \$1 spent on advertising on Google Adwords but there are exceptions to this rule in both directions, positive and negative. This case study is about a profitable investment one of our customers made in partnering with us to manage and grow their AdWords campaigns.*

Our customer (who has to remain confidential due to our non-disclosure agreement) approached us in August of 2015 looking to grow their online business. They wanted to expand the number of leads they were receiving through their online channel, while keeping the lead quality the same (expressed as a qualification percentage). They had generated 623 clicks, for 67 downloads, resulting in 39 leads that produced a revenue of \$7,890. The goal was to double the number of qualified leads obtained through this channel and double the revenue.

Our strategy was to research the marketplace, evaluate where there was opportunity to expand, and build new targeted campaigns. After showing a steady month-over-month improvement, 6 months later in February of 2016 we were able to generate 3,660 clicks, resulting in 334 downloads, and 183 qualified leads. Most importantly we took their monthly revenue from \$7,890 to \$32,572! A 413% increase!

	AUG	FEB
CLICKS	623	3,660
DOWNLOADS	67	334
LEADS	39	183
REVENUE	\$7,890	\$32,572

This success was achieved on the Google Search Network using text ads. Google Adwords has many different facets to it. Text based ads on the Google Search Network enables you to target a keyword (or several keywords) and presents an advertisement whenever those keywords are typed into Google.



There are three keys that make Google AdWords a fantastic tool to drive profit through marketing:



1. Budget control and cost effectiveness

Using a PPC (pay per click) model, you're only paying if people click on your ad. In the interface you can set a daily budget amount. This enables you to get a full-featured service but paying precisely how much you want to.

	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Clicks	623	964	1,168	1,466	2,105	4,518	3,660
Downloads	67	97	100	128	195	285	334
Leads	39	58	57	85	118	149	183
Revenue	\$7,890	\$10,562	\$12,015	\$15,217	\$20,611	\$25,288	\$32,572



2. Audience targeting

This is a major aspect of maximizing ROI. A worst case scenario for any PPC campaign is receiving thousands of clicks with very few conversions to show for it. We find this happens when you're not targeting the right audience. AdWords comes to the rescue as it boasts extensive targeting features which let you decide where you want your online ads to pop up, in addition to the languages they are displayed in or the time of day, for that matter. You can even target mobile users only, which is an important factor with 60% of online traffic coming from mobile devices and Google dominating 97% of mobile advertising.



3. Powerful Analytics

The best way to have a successful online marketing campaign is to have a real, concrete way to measure results. AdWords combined with Google Analytics (a free tool) puts at your disposal integrated analytical tools to let you measure the number of impressions (which is the frequency at which your ad is displayed), CTRs (click-through-rates), conversions and number of clicks to name a few.

Unfortunately the tool itself is very complex. So often we find simple settings not utilized properly, and a lot of spend is wasted on inefficient or incorrect targeting..



Getting Successful with Google AdWords

What is the best way to make AdWords work for you? Here's how you should be using its features to good effect:

Master keyword usage

You can easily secure clicks, though the hard part is getting the right clicks which lead to conversion. One great strategy is to focus on long-tail keywords. These specific search phrases contain three or more words might initially result in fewer clicks, but a greater chunk of these clicks will only come from genuinely interested prospects willing to convert to customers.

Using modifiers properly

AdWords uses different match type modifiers to each keyword to determine where and when your ad should show. How can you use these to your advantage? "Match Types" decide how keywords are treated; for instance, a 'broad match' allows synonyms as well as similar phrases to display your ads. While a 'negative keyword' will prevent your ads from showing when you don't want it too. Bidding adjustments also let you bid higher or lower per click under circumstances such as the use of a mobile device or searcher geographic location.

Automation increases conversions

Want to increase your ROI even further? The ultra-useful automation tools unlock additional options to do just that. You can automate the amount you want to bid on a keyword based on the time of day, the geographic region, and much more. You can also develop your own audiences that you can 'remarket' to down the road if they did not convert the first time they were on your site. Use this properly and AdWords can significantly increase your relevant website traffic as returning visitors convert 3x better than new visitors in our experience.

AOK Marketing

Effectively outranking and outmanoeuvring your competitors is something we help you do in the most efficient and cost-effective way imaginable. Let our digital marketing experts walk you through the best strategies to make Google AdWords work for you.

Ask about our free digital marketing audit today!

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Get your
free marketing analysis
today and find out how
we can make a difference
for you.



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