Dental Spa

Case Study

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Local Business Marketing Solutions Case Study

Budget:	**$1,500 / mo**	Publisher:	**Google Ads**
Data:	**13 months**	Objective:	**Lead Generation**

Their average customer LTV was $8,000, and their closing rate was 15-25%. Over the course of a year, our team helped them reduce their CPL by 70% and generate over 400 new leads via calls and forms.

How We Built Their Campaigns

We often find that clients with no historical data or experience with PPC are the hardest to launch because there is very little to work with up front. This was one of those kinds of clients. However, we were able to build a pretty decent set of initial campaigns using data from our experience with other clients in the industry.

Specifically, we collected keyword data from past campaigns to identify the highest quality keywords. We also mined search term reports for negative keywords to help us prevent some common sources of wasted spend in new campaigns.

We also organized campaign-specific keywords focused on locations, services, and hours, and crafted copy that highlighted unique selling points for the practice.

It was actually pretty fun creating the ad copy for this client! They had organized a great spa experience at their main location and carefully documented the good results their customers achieved. These turned out to be great selling points that gave us confidence our ad copy would help them win some quick leads.

Managing Their Conversions

Our research during the Setup phase quickly paid off for this client. We were able to demonstrate almost immediate conversion results that enabled us to move into a more serious phase of optimizations very quickly. Throughout the transition they continued to see increased conversions and dropping CPL.
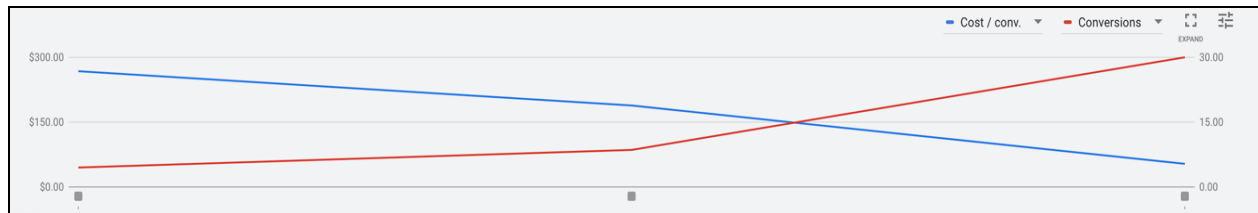
In fact, their results were so good that this screenshot doesn't even do it justice. At the time we delivered these services, Google Ads did not provide a way for call conversions generated by location extensions to be counted in the *Conversions* metric in the ad account. Instead, they could only show up in the less-reliable *All conv.* metric. However, approximately 40% of our leads were generated by location extensions so you're only seeing about 60% of the conversions above.

To communicate this to the client, we chose to provide a detailed call log of every phone call they received from Google Ads so that they could monitor call volume and accurately understand the ROAS our campaigns were generating for their dental practice. They really appreciated that workaround solution.

Exploring the Results

We initially calculated their target CPL to be about $400. During the first month alone, we were able to generate 74 leads with a $17.94 CPL! The client was ecstatic and asked us to help them explore other ad publishers to increase their reach.

Our team met with them quickly and developed a SMM (social media marketing) strategy to complement the work we were already doing on SEM (search engine marketing). They started Facebook Ads the next month and netted some killer results on that ad publisher as well.

We've often found that clients who succeed on one ad publisher often want to explore additional publishers under our management. It's a great progression from

good to great in PPC, and we're always thrilled about those opportunities.

Even 13 months later, we were still producing consistent results for this client. Notice that even though their results improved significantly by the end of the second month, it was not until the ninth month that things really began to take off for them. When that happened, the results far surpassed the original gains.

While it might seem like an improvement is enough and that it is not worth paying for ad management if results plateau, it is important to remember that a significant part of optimization is collecting enough data to make data-driven optimizations. We love doing that, and it is the key to consistent gains over the long term.
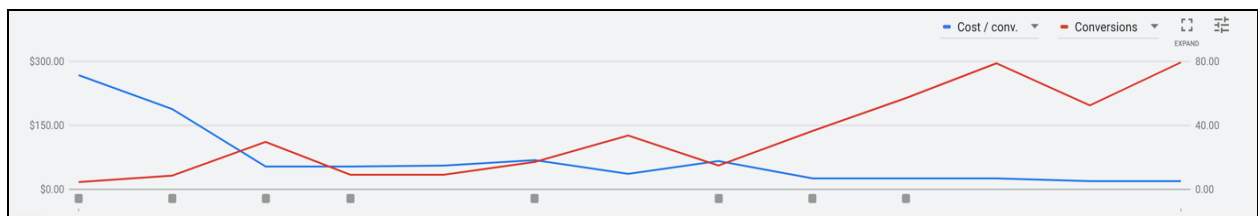
$1,500 / mo
Ad spend

430 Leads
Calls & forms

70% Drop
In cost per lead

<u>Google Ads Deliverables</u>

- ☑ Competitor research
- ☑ Detailed conversion tracking
- ☑ Detailed ad extensions
- ☑ Negative keyword lists
- ☑ Search term monitoring
- ☑ Campaign budget updates
- ☑ Geo-targeting & day-parting

- ☑ Audience targeting updates
- ☑ Keyword research / targeting
- ☑ Live performance dashboard
- ☑ Retargeting audiences
- ☑ A/B split testing for ads
- ☑ Bidding optimizations
- ☑ Call tracking monitoring

Campaign Management

Feel free to reach out anytime if you have questions. We are ready to help.

Contact Us Today