



Event Planner SEM Success

Despite currently using PPC/SEM as part of their marketing strategy, they had nearly no conversions. Needed to increase the cost per conversion.

Challenge

The main challenge of the account was to increase conversions and to lower down the cost per conversion. This is because they were spending more with almost NO conversions and had complaints regarding optimization.

Reason for Low Performance

- Inadequate budget
- No Ad Extension
- No Call Tracking

Results

Drove a +40% increase in enquiries for wedding planning services within the second month and almost 60% in the 3rd month of managing the campaigns. Google Display & Remarketing conversions increased 16% month on month. Even the brand awareness was improved.

Solution & Process:

We planned a campaign strategy that included dynamic text adverts for when the initial search is performed and combined this with several remarketing campaigns that re-engaged with the customer using the Google Display Network.

We set up conversion tracking in AdWords to track contact form submissions and used a Google forwarding number to track their calls. We then used Google Analytics to monitor users that visited the contact page and their onsite activity.

1. Adding Remarketing Banners
2. Bid and Optimization
3. Added irrelevant Keywords as Negatives
4. Allocation of budget to Search and Remarketing

Month	Conversions	Cost/ Conv.	Conv. Rate
Sep 2018	60.00	\$14.30	11.13%
Aug 2018	42.00	\$21.77	7.89%
Jul 2018	6.00	\$160.69	1.60%