

GOOGLE POWER SOLUTION CASE STUDY

Financial Services



Overview

Campaign Focus

To increase web traffic, phone calls, and form submissions from individuals seeking various accounting services.

Campaign Length

6 Months

Products Utilized

Google Search
Google Display

Calls 14	Leads 4
Appointments 4	Impressions 111,142
Clicks 1,437	CTR 1.29%

Objectives

To enhance lead generation and secure new consultations for the client's financial firm, we utilized both Google Search and Google Display advertising. Google Search ads targeted individuals actively seeking financial services, ensuring that the firm's offerings appeared prominently to high-intent prospects. Concurrently, Google Display ads engaged potential clients through visually compelling banners across relevant websites, increasing brand visibility and interest. This combined approach effectively drove targeted traffic to the firm's site, leading to a substantial increase in lead inquiries and new consultation appointments.

Solutions

- ◆ We recommended Google Power Solution which is our proprietary blend of Search & Display using Google's network.
- ◆ We set up ad groups based on the type of accounting service which included, "Personal Income Tax Services" and "Business Bookkeeping Services".
- ◆ This campaign was renewed multiple times because the client was highly satisfied with the results. Their positive feedback and ongoing satisfaction led to the continued investment in the campaign. Each renewal reflected the campaign's success and the client's confidence in its effectiveness.