

Our Work Process

Project Simply Case Study

Keyword Analysis

Phase one of developing a sound Google AdWords strategy is creating the right list of keywords for your business. We'll need to understand your products or services and who you are targeting. We'll then create a comprehensive list of keywords and recommend a budget.

Campaign Creation

Once we have your list of keywords and budget agreed it's then straight into creating your campaign for use in live environment. Campaign structure, organizing groups and keyword matches are powered by proper and effective ads powered by smart A/B split testing, DKI and well targeted Calls to Action.

Campaign Launch

There is more to managing Google AdWords than just creating list of keywords and hoping for the best. When your campaign is up and running, it's then down to some hard work analysing your campaign on a weekly basis looking for areas of opportunity to explore or weakness to remove.

Campaign Objectives

- Increase Conversation Rates
- Increase CTR
- Lower Bounce Rate
- Increase Quality Score



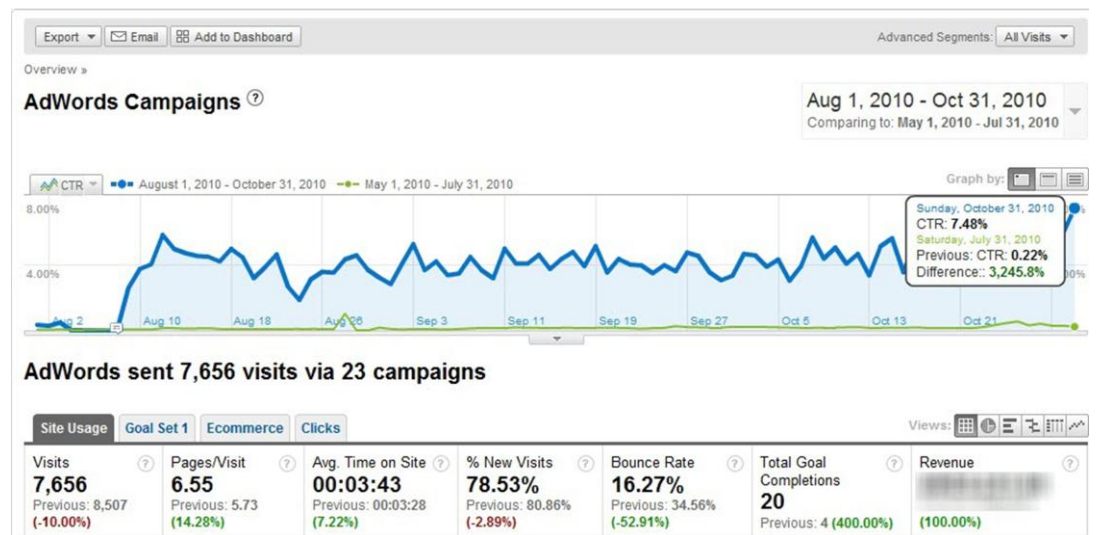
The Challenge

Iconic Watches is a top 5 online UK watch source and distributor with over £500k turnover pa.

Bounce rate was high at 50%; Their PPC CTR (click through rate) was as low as 0.5% and conversion rates were poor, circa 0.01%. Online marketing budget was being wasted on broad match poor targeted keywords and their monthly budget should have been used more effectively.

The Solution

Engaged by Iconic Watches in August 2010. Our solution was to create targeted ads with more purchase intent keyword strategies. Using basic PPC marketing principles, we started by doing an in-depth competitor analysis, and reassessing their Google AdWords account. This meant rebuilding their online marketing strategy to include a target audience predisposed and confident to transact at this level online.



The Results

After 3 months of optimization by Project Simply, Iconic Watches AdWords Campaign completely transformed. Using the same monthly spend we have increased the amount of targeted traffic shown by the drastic decrease in bounce rate (53%) and the increase in Ad CTR (click through rate) of roughly 3300%. As a result the increase of site sale conversions improved by 400%. The results were an ROI of roughly 600% and an increase in revenue of over 100%.

Measuring success

Its all well and good doing well and seeing results but without measuring how those results happened you enter a best guess game which will ultimately end in failure. We monitor the detailed performance of each keyword, each ad and each campaign to make sure we are constantly improving your performance.

On-going Analysis

With the foundations in place, on-going analysis of your campaigns is required. Our Google AdWords professionals will manage and optimise your campaigns. It's a complicated process, but we'll gradually increase your CTR, and advise on how to increase your conversions/sales and ROI.

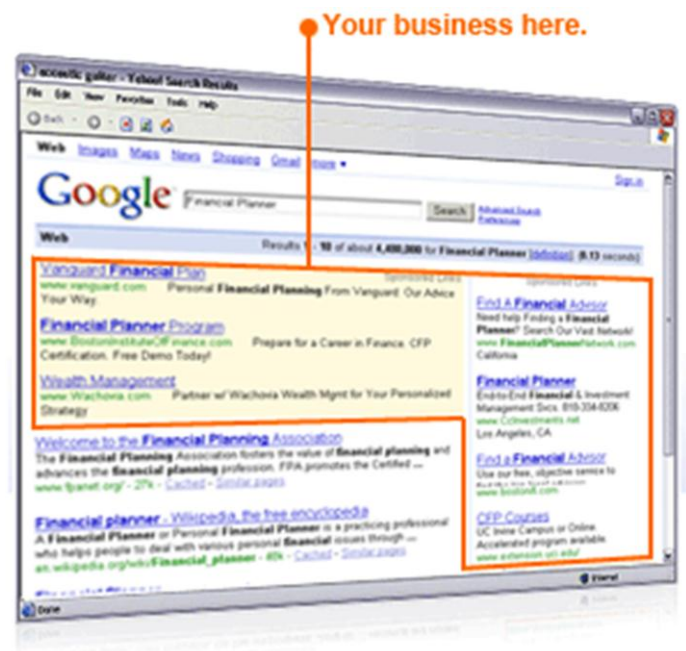
Google AdWords Benefits

With traditional advertising and most forms of online advertising, adverts are simply broadcasted to a general audience and in many cases are a form of disruptive marketing. PPC advertising isn't disruptive and can be laser targeted to a person's search, narrowing down the possibility that they will ignore you Ad or even click and leave.

Thus, AdWords ads are as relevant and useful as Google's search results. Your ads will reach users at the precise moment when they're looking for your product or service.

Under the Google AdWords CPC pricing model*, advertisers pay for ad clicks, not impressions.

No matter what your budget, you can display your ads on Google and Google advertising network. There's no minimum spending requirement — the amount you pay for AdWords is up to you. You can, for instance, set a daily budget and a maximum cost for each click on your ad so that you are always in control of your spend.



Growth in numbers

- Within 2 hours Client noticed increased online order enquiries.
- Within 4 weeks Client had more than 4 sales a day just through AdWords system, a conversion rate of roughly 4.5%.
- Within 3 months Client saw an increase in online enquiries equating to an increase of 400%.

Services Available

- ✓ SEO
- ✓ PPC
- ✓ PPC training
- ✓ PR
- ✓ Ecommerce
- ✓ Consultancy
- ✓ Design
- ✓ 3D rendering