



## CASE STUDY

# A Cost-Effective Paid Media Strategy for A Local Luxury Landscaping Business

Does a strong ROI on Google Ads seem unobtainable in your market?

Learn how we helped a local business in a highly competitive industry grow their brand and increase leads.

## RESULTS

**13%** | Increase in Clicks

**293%** | Increase in Impressions

**4%** | Increase in overall Click-Through Rate

**50%** | Increase in Conversions MoM

## BACKGROUND

A locally based high-end landscaping business wanted to improve their brand's visibility online and increase the number of client leads coming into the business.

Given the highly competitive nature of the landscaping industry, the business was wary of incorporating Google Ads into their existing marketing strategy. Their concerns? High budgets, low-quality leads, and not enough valuable insights into how they can best serve their ideal clients.

They had run paid campaigns and just weren't getting the results they deserved.

## GOALS

Increase lead volume

Improve campaign ROI

Refine campaign performance

## SOLUTIONS

In order to offer the best recommendations, every solution begins with a conversation. How does the company currently feel about paid advertising? What was their experience in the past? What does success look like in this instance?

After getting the right context, we set clear goals and expectations, and then took a deep dive through their Google Ads account to get even more insight.

This audit includes a review of prior campaigns — ads, copy, landing pages, forms, and other details so we could gather observations, consider best practices, and offer direction on new and improved campaigns.

Recommendations included:

**Geo-specific campaigns** — The Portland and Southwest Washington areas represent millions of people. In order to best serve those distinct client-bases, we restructured the account, creating two separate search campaigns based on Portland and Vancouver, rather than continuing to commingle them.

**Service-specific ads** — Though branding ads are great for increasing the visibility of your business, they're not typically high-converting campaigns. Formada created service-specific ad groups with corresponding keywords and complementary ads, designed to increase conversion and improve the business's client pipeline.

**Season-specific landing pages** — The Pacific Northwest enjoys a variety of seasons that invite a range of different high-end landscaping projects. To speak to those precise clients, Formada built and optimized new landing pages for the Google Ads campaigns updating them based on seasonality and the business's current business focus.

## SUMMARY

In diving deep into the business's brand, goals, and former campaigns, the Formada team was able to extract valuable insights that helped build better, more efficient, and more effective paid search campaigns.

By honing in on factors like geography, services, and the built-in seasonality of their business, the company began to experience unprecedented results.

Current data from the new campaigns indicates that their new ads are highly relevant and visible to their desired target audience while giving the business a far better ROI.

Each month we've seen some measure of positive growth for their Google Ads. Their impressions, clicks, click-thrus, and conversions have all increased to an impressive degree, so much so that the business requested we dial back a bit on their ads in the current season because they are "Getting a lot of leads but they are having a hard time keeping up with them."

Want to experience results like this for your business? **You can!**

**Contact Formada today for your  
free consultation.**

