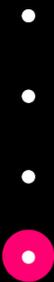




# GOOGLE ADS

## Case Study





## **Our Client:**

This company is a local storage facility in South Florida. This facility was founded in 1929 and was the first of its kind.

## **Goal:**

Generate high-quality phone calls for each location.

## **Project Duration:**

4 Years (Ongoing)

## **Problem Statement:**

The facility needed phone calls for their 3 locations in South Florida; Aventura, Brickell, and Kendall. They had a tough time generating phone calls and leads.





## Strategy (Overview)

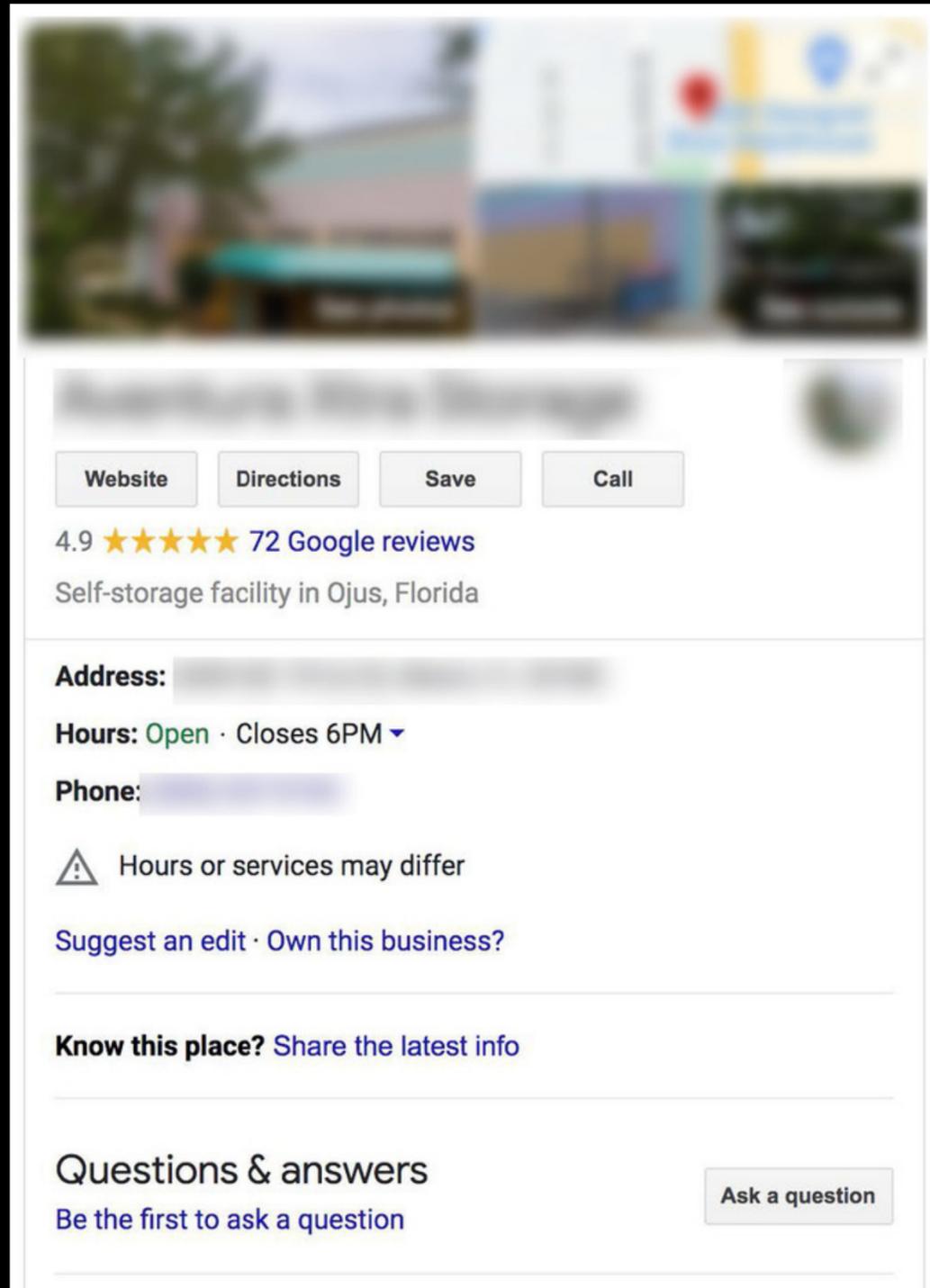
This client wanted to grow the number of storage bookings on their website or through a phone agent. The team decided to set up a Google My Business (GMB) search campaign optimized for each individual storage facility location.

### The target audience was based on income and interests:

<b>Location:</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
People in specific locations in the provided cities.	In the market for storage units	English	25 - 65+	All

**This strategy did two things, it targeted people who showed interest in storage units and it targeted people who were looking for directions to a storage facility.**

# Best Performing Ad



- The team used search ads tied to their Google My Business listing.
- Each region had an ad pointing to the agent's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 420k+ views.
- After generating quality link clicks and phone calls, we created a similar campaign for remarketing.





## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
426,098	2,158	1,915	1.71%

**\$ Budget:** \$3,500 Per Month

**📍 Location:** SOUTH FLORIDA

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Remarketing Ads:** Reminding visitors to return to their respective landing page to finalize a phone call/conversion action.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

We were able to generate new leads for each storage facility in their respective locations.