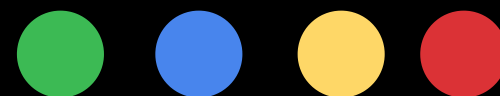


GOOGLE ADS

Case Study





MCPHERSON
MARKETING GROUP

Our Client:

This is a home improvement company that provides quality roof installations and repairs in Norwich, Connecticut and the surrounding areas.

Goal:

Generate high-quality phone calls for their home improvement business.

Project Duration:

1.5 Years (Ongoing)

Problem Statement:

The company needed new business and quality phone calls for their skilled workforce. They had a hard time generating phone calls and leads.





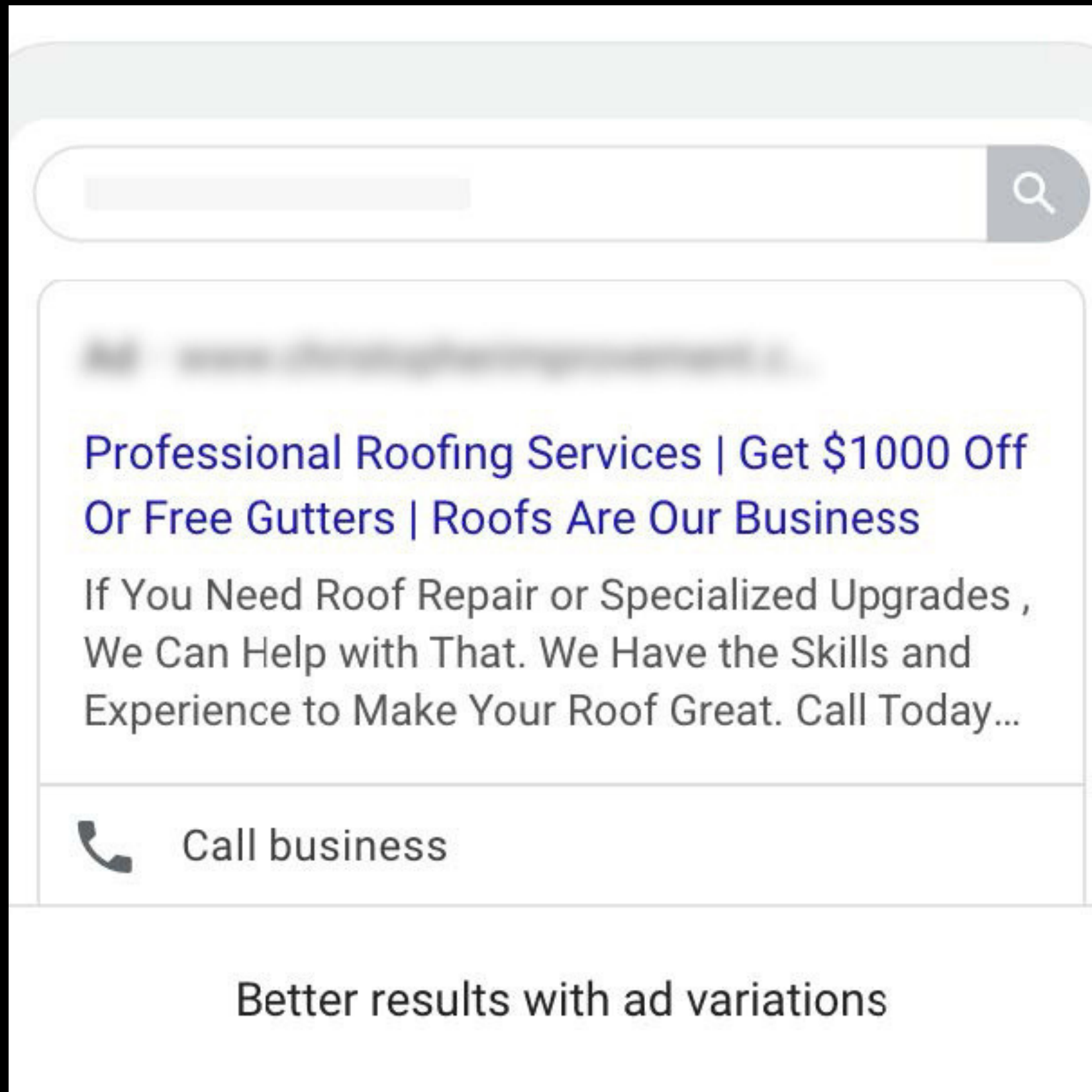
Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

The target audience was based on income and interests:				
Target Audience Custom Audience	Interest: In the market for events	Language: English	Age group: 35 - 65+	Income class: Top 41% and up

This strategy did two things, it targeted people who showed interest in home improvement and it targeted people who were in the local area.

Best Performing Ad



The screenshot shows a search engine interface with a search bar at the top. Below the search bar, a search result is displayed. The title of the ad is "Professional Roofing Services | Get \$1000 Off Or Free Gutters | Roofs Are Our Business" in blue text. The description below the title reads: "If You Need Roof Repair or Specialized Upgrades , We Can Help with That. We Have the Skills and Experience to Make Your Roof Great. Call Today...". At the bottom of the ad, there is a button with a phone icon and the text "Call business". Below the search result, a caption reads "Better results with ad variations".

Professional Roofing Services | Get \$1000 Off Or Free Gutters | Roofs Are Our Business

If You Need Roof Repair or Specialized Upgrades , We Can Help with That. We Have the Skills and Experience to Make Your Roof Great. Call Today...

Call business

Better results with ad variations

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 15k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.





Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
15,218	46	42	0.93%

\$ Budget: \$2,000 Per Month

📍 Location: NORWICH, CONNECTICUT

Solution (Campaigns Used):

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

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

Final Outcome

This resulted in new leads for the client which helped grow the business.