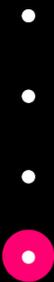




GOOGLE ADS

Case Study





MCPHERSON
MARKETING GROUP

Our Client:

This company is an event catering service that was founded 40 year ago and provides quality Glatt Kosher catering.

Goal:

Generate high-quality phone calls for each location.

Project Duration:

4 Years (Ongoing)

Problem Statement:

The facility needed phone calls for its many venues. They had a hard time generating phone calls and leads for their wide variety of catering services, from life cycle events to corporate events.





Strategy (Overview)

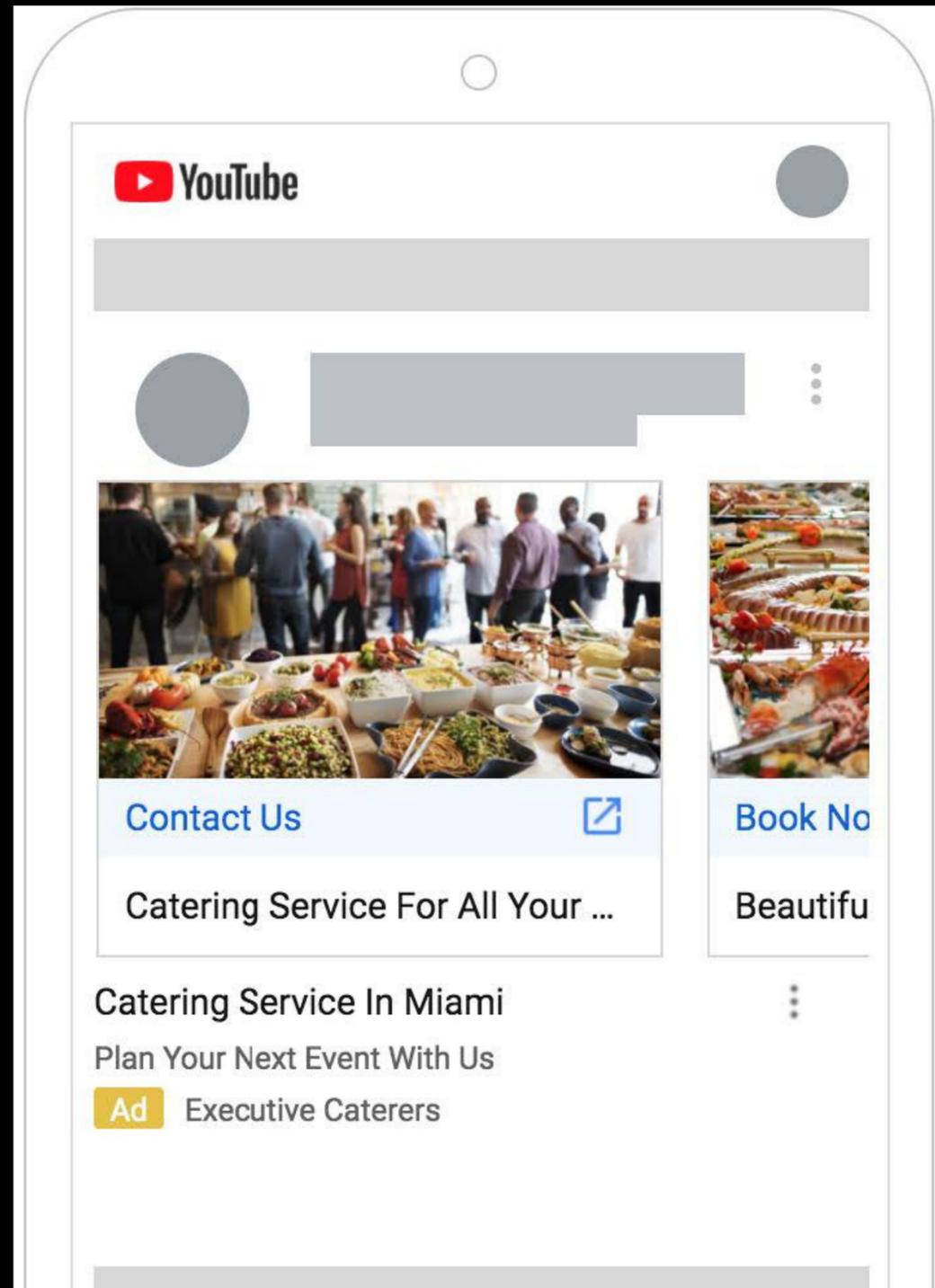
The client wanted to grow their venues for company expansion. The team decided to set up a simple search campaign optimized for each venue.

The target audience was based on income and interests:

Location:	Interest:	Language:	Age group:	Income class:
Custom Audience	In the market for events	English	25 - 65+	All

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

Best Performing Ad



- The team used search ads that used dynamic keywords to match their catering 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 132k+ views.
- After generating quality link clicks and phone calls, we created a similar campaign for remarketing.





Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
132,783	489	513	3.45%

\$ Budget: \$1,000 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 business for the client and provide opportunities for expansion.