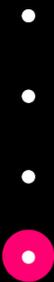




GOOGLE ADS

Case Study





MCPHERSON
MARKETING GROUP

Our Client:

This company helps coaches and consultants create and fill their coaching programs with high-quality clients.

Goal:

Generate high-quality ads for their online courses.

Project Duration:

6 Months

Problem Statement:

The company needed new product sales for their business.





Strategy (Overview)

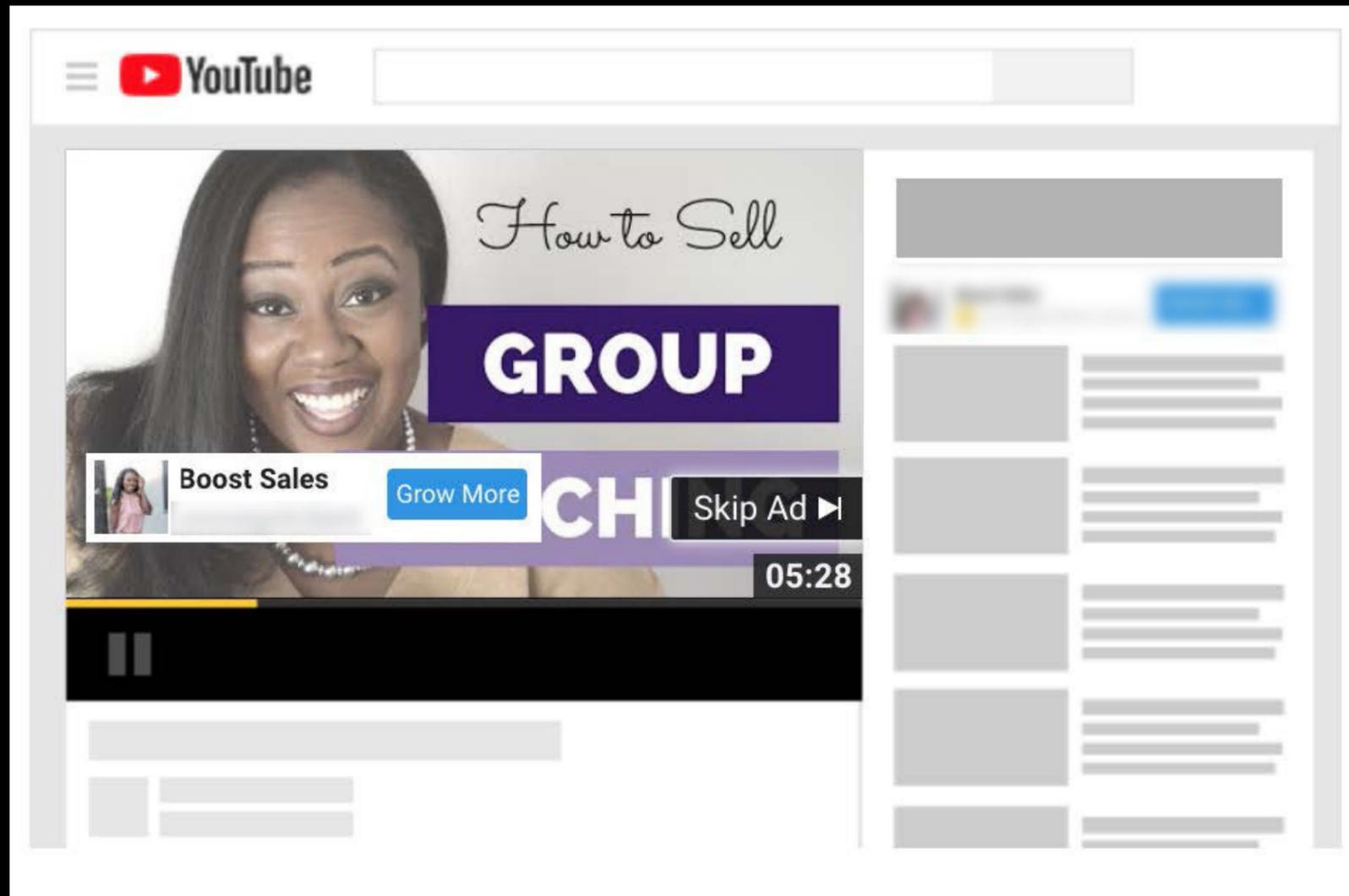
The client wanted to grow their presence and sales by providing coaching lessons and selling programs. The team decided to set up a video campaign optimized for each product.

The target audience was based on income and interests:

Target Audience	Interest:	Language:	Age group:	Income class:
Custom Audience	In the market for coaching lessons	English	25 - 65+	Top 41% and up



Best Performing Ad



- 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 260k+ views.
- After generating quality link clicks and product sales, we created a similar campaign for remarketing.



Key Metrics

Unique impressions	CTR	Conversions
266,901	1.76%	86

\$ Budget: \$1,200 Per Month

📍 Location: Worldwide

Solution (Campaigns Used):

Video Ads: Finding people who are intentionally looking for the client's services via video ads.

Display Ads: Generating awareness through product images and creatives

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

Final Outcome

This resulted in new business for the client and potential future growth.