

# CASE STUDY:

#### **CLIENT COMPANY:**

CLIENT GOALS:	To create a predictable digital marketing machine for a startup
	personal injury firm in South Carolina.

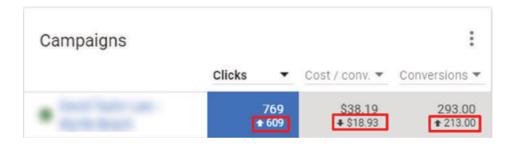
### 

Created custom Google Search campaign resulting in more than 520 leads at a cost of \$63.96 a lead in the first year.

<u>Coversions</u> ▼	Cost/conv. ▼	Avg. CPC ▼	Cost
520.00	\$63.96	\$7.36	\$33.3K

Ongoing optimization resulted in a \$18.93 reduction in cost per lead before the end of the first year with a more than 80% increase in total number of leads.

This has allowed us to scale the campaign while still achieving the target CPA.



### **HOW WE DID IT: -**

- A/B Split Testing of Ads
- New More Consumer Centric Ad Copy
- In-Depth Keyword Research and Search Query Optimization



## **CASE STUDY:**

- Extensive Daily Negative Keyword List Creation
- Creation of invalid click blocking system
- New Google Analytics Reporting
- New Call Tracking Reporting with Call Recording and Instant/Daily/
- Weekly/Monthly report to client for sales optimization
- Feedback loop communication system with his team and our marketing manager
- Strict adherence to google search and search partner channels (High intention)

TESTIMONIAL:



"With a total and razor sharp focus on economics and return, coupled with an extremely creative and never-say-can't mindset, adding Nik to our organization was like rocket fuel for our company."