

OVERVIEW

Client

Mergers and acquisition company

Campaign Length

11 months

Geography

Southern U.S.

Total Investment

\$76,400

Objectives

To generate more high quality leads and have a better online presence.

Products Used

SEO, SEM, and Web services

RESULTS

272

Tracked
conversions

133

Search engine marketing
(SEM) conversions

139

Search engine optimization (SEO)
conversions

STRATEGY AND SOLUTIONS

- To optimize the journey from click to conversion, we funneled interested ad clicks to go directly to landing pages focused on converting. Visitors were directed to a streamlined, easy-to-fill contact form to maximize how many conversions we achieved. This focused buyer's journey resulted in increased conversions no matter how visitors found the website.
- This business has a very high close rate as well as a high dollar transaction values, averaging around \$500,000 per sale.
- The client wanted to generate more leads, as the field they are in is very reactive and competitive.
 - Improving their presence on Google with SEO and SEM was a no-brainer for getting more high-quality leads.