

**SHOESTRING MEDIA**



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**Shoestring Media Case Studies**



# — FACEBOOK ADS —

## CASE STUDIES

# Steps to Reach The Top

Timeline of your marketing campaign

## First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.

## Second Step

Tracking code setup and implementation so we can track conversions on your campaign.

## Third Step

Next, we select demographics, write compelling ad copy, select valuable objectives, and build a campaign structure.

## Fourth Step

It's go time. Now that you have reviewed the Facebook campaigns, it's time to enable them.

## Fifth Step

A team of Facebook Ad experts will optimize your account to gradually improve performance and ROI.

## Problem

The customer was originally running a Facebook campaign and getting leads for over \$160 per lead. This cost per acquisition was too high for the product they were selling.

## Solution

Within the first 30-days of running our highly optimized Facebook campaign, we were able to bring down their cost to \$40 per lead. We were also able to create a traffic objective campaign and get them clicks to their website for 6 cents per click.

## Key Metrics

# 75%

savings on lead cost

# 286%

savings on traffic cost

# 27,824

unique website visitors

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit Rules Columns: Performance Breakdown Export

<input type="checkbox"/>	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
<input checked="" type="checkbox"/>	Epoxy	Active	Using ad set ...	29,817 Link Clicks	201,549	331,054	\$0.06 Per Link Click	\$1,802.18	Ongoing	1.64	27,744
<input type="checkbox"/>	SA - Property Maintenance (Form Fill)	Active	Using ad set ...	16 Leads (Form)	8,374	11,856	\$40.05 Per Lead (Form)	\$640.85	Ongoing	1.42	86
▶ Results from 2 campaigns				—	216,518 People	342,969 Total	—	\$2,443.36 Total Spent		1.58 Per Person	27,824 Total



— **SEARCH ENGINE OPTIMIZATION** —

CASE STUDIES

# Steps to Reach The Top

Timeline of your marketing campaign

## First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.

## Second Step

Tracking code setup and implementation so we monitor the analytics on your campaign.

## Third Step

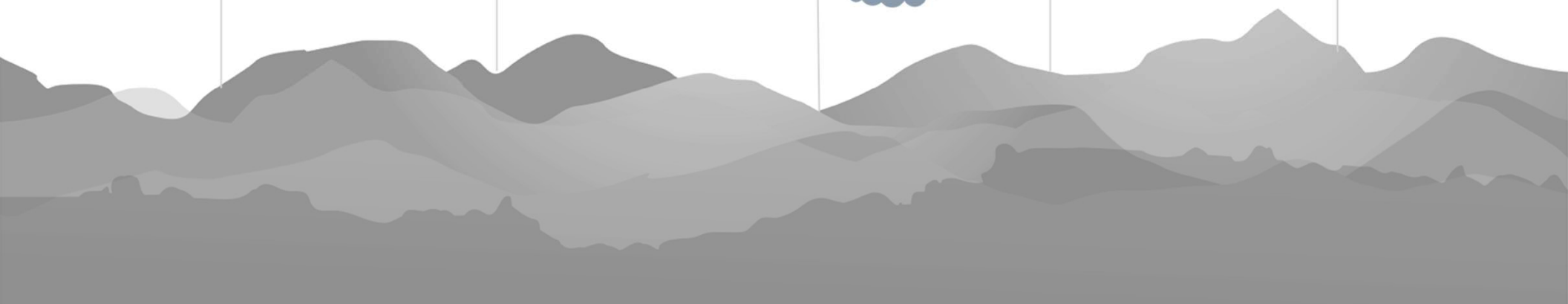
Next, we perform keyword research to find out what keywords would be best for your campaign.

## Fourth Step

It's go time. Now that you have reviewed the keywords that we're targeting, it's time to start optimizing.

## Fifth Step

A team of SEO experts will optimize your account to gradually improve performance and ROI.





## Problem

The customer wanted to generate more leads for his local home building services. He did SEO in the past with other companies and didn't get any results.

## Solution

We ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive home building keywords within the first couple of months.

## Key Metrics

**33**

keywords ranked on page 1

**750+**

monthly visitors from organic searches

**1<sup>st</sup>**

placement in the local Google Maps searches

	Keyword	SERP Features	27 Aug		CPC	Vol.
				Diff		
<input type="checkbox"/>	1. <a href="#">spring hill home builders</a>	📍 ★	📍 1	0	n/a	40
<input type="checkbox"/>	2. <a href="#">palm coast builders</a>	📍 ★	📍 1	↑2	1.13	70
<input type="checkbox"/>	3. <a href="#">home builders in palm coast fl</a>	📍 ★	📍 1	↑2	2.09	40
<input type="checkbox"/>	4. <a href="#">westland farm</a>	★ 📄	★ 1	0	n/a	10
<input type="checkbox"/>	5. <a href="#">home builders spring hill fl</a>	📍 ★ 📄 📄	📍 1	0	2.04	110

## Problem

The customer wanted to generate more leads for his local locksmith services. He had a website for 3 years, but never ran any SEO campaigns. The website acted as his business card and nothing more.

## Solution

We ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive locksmith keywords within the first couple of months.

## Key Metrics

**9**

keywords ranked on page 1

**450+**

monthly visitors from organic searches

**1<sup>st</sup>**

placement in the local Google Maps searches

Keyword	SERP Features	27 Aug		CPC	Vol.
		Rank	Diff		
1. locksmith guy <small>search console import 5 25 2018 x</small>		1	0	5.92	30
2. residential locksmith palm beach gardens <small>search console import 5 25 2018 x</small>		3	↑41	n/a	10
3. good locksmith <small>search console import 5 25 2018 x</small>		4	↑2	n/a	10
4. my locksmith <small>search console import 5 25 2018 x</small>		5	↑95	5.27	10
5. automotive locksmith <small>search console import 5 25 2018 x</small>		6	↑4	7.93	9,900



## Problem

The customer wanted to generate more leads for his local pool repair services. He never had any online presence, not even a website.

## Solution

We started off building a responsive website which we knew would convert visitors. We then ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive pool repair keywords within the first couple of months.

## Key Metrics

**22**

keywords ranked on page 1

**850+**

monthly visitors from organic searches

**1<sup>st</sup>**

placement in the local Google Maps searches

	Keyword	SERP Features	27 Aug		CPC	Vol.
				Diff		
<input type="checkbox"/>	1. boynton beach pool automation	★ 📍 🗨	1	0	n/a	n/a
<input type="checkbox"/>	2. pool maintenance boynton beach fl	📍 ★ 📺 📄 📄	1	0	n/a	30
<input type="checkbox"/>	3. pump repair boynton beach	📍 ★	1	0	n/a	n/a
<input type="checkbox"/>	4. pool repair in boynton beach	📍 ★ 📄	1	0	n/a	10
<input type="checkbox"/>	5. boynton beach pool filter repair	📍 ★ 📄	1	0	n/a	n/a

Google Ads

# GOOGLE ADS

CASE STUDIES

We get cost-effective orders from our AdWords spend every day and the number of orders continues to grow, **increasing at 15% a year**

Wiggly Wigglers

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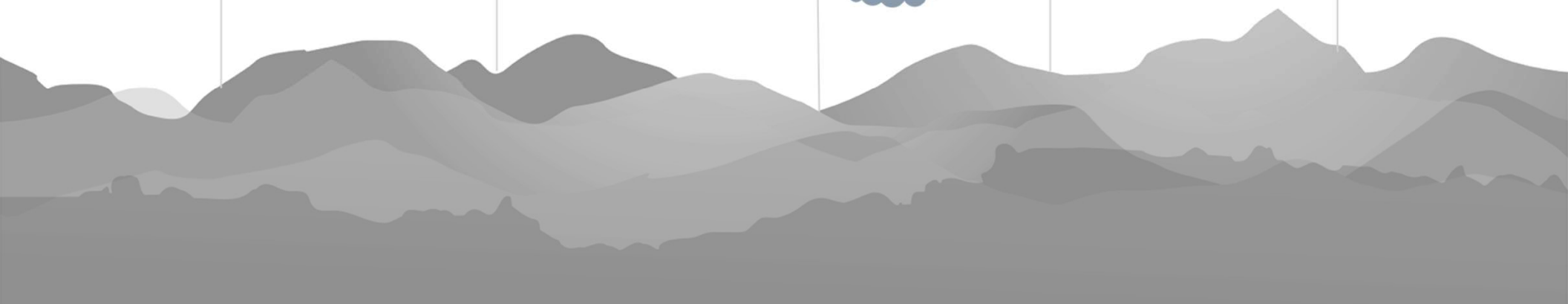
Next, we select keywords, write compelling ad copy, select valuable ad extensions, and build a campaign structure.

## Fourth Step

It's go time. Now that you have reviewed the PPC campaigns, it's time to enable them.

## Fifth Step

A team of certified AdWords/Bing experts will optimize your account to gradually improve performance and ROI.



## Problem

The customer wanted to generate more leads for his local air condition business. He was not getting enough business to keep his team busy all day. He was used to paying around \$200 per lead using Yelp and Yellow Pages advertising.

## Solution

We decided to run a Google Ads campaign to target people looking for air condition service and repair searches in the local area. We were able to get him better qualified leads for \$69 per lead. We also focused on high end keywords that would produce the best ROI.

## Key Metrics

# 140%



savings on lead cost

# \$69

cost per lead

# 41%

conversion rate

<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup> ↓	Avg. Pos. <sup>?</sup>	Conversions <sup>?</sup>	Cost / conv. <sup>?</sup>	Conv. rate <sup>?</sup>	Search Impr. share <sup>?</sup>	Search Lost IS (budget) <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 AC Service/Repair (Optimized)	\$352.25/day <sup>?</sup>	Limited by budget <sup>?</sup>	603	21,363	2.82%	\$26.80	\$16,163.06	1.7	227.00	\$71.20	37.65%	60.93%	29.11%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Call Only Ads (Optimized)	\$404.31/day <sup>?</sup>	Limited by budget <sup>?</sup>	219	21,470	1.02%	\$33.25	\$7,282.15	1.6	112.00	\$65.02	51.14%	61.23%	25.43%
		<b>Total - all enabled campaigns</b>			<b>822</b>	<b>42,833</b>	<b>1.92%</b>	<b>\$28.52</b>	<b>\$23,445.21</b>	<b>1.7</b>	<b>339.00</b>	<b>\$69.16</b>	<b>41.24%</b>	<b>61.08%</b>	<b>27.27%</b>

## Problem

The customer wanted to generate more leads for their international moving business. They ran an ads campaign in the past and were generating leads for \$450 per lead. Even through this lead cost was profitable for them, it was still way too high.

## Solution

We decided to re-create a new Google Ads campaign to target people looking for a moving company to Hawaii, from the USA. We were able to get her a them qualified leads for \$78 per lead. We also focused on high end keywords that would produce the best ROI.

## Key Metrics

**2.39%**

click through rate

**\$78**

cost per lead

**20%**

conversion rate

<input type="checkbox"/>	<input type="radio"/>	Campaign <sup>↑</sup>	Budget <sup>?</sup>	Status <sup>?</sup>	Campaign type <sup>?</sup>	Campaign subtype	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>	Avg. Pos. <sup>?</sup>	Conversions <sup>?</sup>	Cost / conv. <sup>?</sup>	Conv. rate <sup>?</sup>	All conv. <sup>?</sup>	View-through conv. <sup>?</sup>	Labels <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search - Moving	\$83.16/day <input checked="" type="checkbox"/>	Eligible	Search Network only	All features	53	2,213	2.39%	\$16.22	\$859.91	1.3	11.00	\$78.17	20.75%	11.00	0	--
		<b>Total - Search</b>	<b>\$83.16/day</b>				<b>53</b>	<b>2,213</b>	<b>2.39%</b>	<b>\$16.22</b>	<b>\$859.91</b>	<b>1.3</b>	<b>11.00</b>	<b>\$78.17</b>	<b>20.75%</b>	<b>11.00</b>	<b>0</b>	

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<https://shoestringmedia.co>



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