

Harnessing the Power of Google Ads

I love the psychological aspect of marketing. Understanding why customers buy requires both **empirical demographic research** and **psychographic empathy**.

My superpower is Google Ads, because I enjoy the **intent behind each search**, and trying to **match it with business goals**.

I'll walk you through three successful campaigns which achieved outstanding results

Fairview International School Lead Generation



Challenge

The school wanted to attract parents seeking a high-quality education for their children. The school offers a diverse curriculum, experienced faculty, and state-of-the-art facilities.

The challenge was to **increase inquiries for enrollment in a highly competitive market.**



Solution

After conducting extensive research on keywords, location, and audience targeting, I created a search campaign with a personalized message **targeting high-intent users.**

I also created a landing pages with simple forms for quick lead capture, for immediate call-backs by sales teams, and **future nurturing via email marketing.**



Success

The campaign achieved a Click-Through-Rate (CTR) of 12.5%, with a Conversion Rate of 18%, **resulting in a total of 120 conversions.**

The Cost Per Conversion (CPC) was \$10.50, and the **Return on Ad Spend (ROAS) reached an impressive 350%.**

Lunch Actually Dating Agency (South East Asia)

Objective

The campaign promoted Lunch Actually, an exclusive dating agency that focuses on personalized matchmaking services for busy professionals.

The challenge was to **increase sign-ups for sales reps** to offer free consultations for the premium dating agency's services, targeting individuals looking for meaningful relationships.

Strategy

Employing the SKAGs strategy, I implemented tightly targeted ad groups centered around keywords like "Exclusive Dating Agency [Location]."

Our ad content focused on the agency's commitment to fostering genuine connections and tailored matches for individuals in pursuit of meaningful relationships.

To establish trust, the ad copy featured success narratives, client endorsements, and industry accolades.

The **A/B tested, conversion-focused landing pages** were designed to simplify the sign-up procedure, highlighting the agency's impressive history and dedication to confidentiality

Lunch Actually Dating Agency (South East Asia)

Outcomes

The Click-Through Rate (CTR) achieved was 9.8%, accompanied by a Conversion Rate of 15.2%, resulting in an extra 60+ conversions a month.

The Cost Per Conversion (CPC) stood at \$22.50, and **being a high ticket product**, yielded a **Return on Ad Spend (ROAS) of over 1200% post sales conversion.**

Takeaways

The campaign's triumph originated from effectively addressing the emotional desires of those in search of genuine connections, highlighting the pivotal role of emotional resonance in advertising.

Establishing trust was achieved by incorporating success stories in both ad content and landing pages.

Optimizing conversions was realized through the **simplification of the sign-up process** on dedicated landing pages, accentuating the value of user experience.

Moreover, addressing privacy apprehensions and accentuating the agency's dedication to confidentiality played a vital role in instilling trust among prospective clients.

Art Walking Sticks Designer Canes

Challenge

Aiming to captivate individuals in search of distinctive accessories, the ecommerce campaign showcased a range of opulent designer walking canes that seamlessly melded sophistication with practicality.

The challenge was to **increase sales of high-end designer walking canes**, targeting a niche market segment.

1

Solution

By **implementing SKAGs**, I organized ad groups with precision around specific keywords like "Luxury Designer Walking Canes," ensuring utmost relevance in ad delivery and **lowest CPC**.

2

These ads seamlessly **directed users to dedicated landing pages showcasing individual products**, simplifying the process of exploration and purchase.

Structured snippet extensions were used for comprehensive insights into various designs, materials used, and the craftsmanship involved.



Art Walking Sticks Designer Canes

Outcome

The Click-Through Rate (CTR) achieved a commendable 8.2%, while the Conversion Rate stood at 12.5%, resulting in a total of **30+ extra conversions each month** in the 6 months after the campaigns were launched.

The Cost Per Conversion (CPC) was effectively managed at \$18.75, contributing to an impressive **Return on Ad Spend (ROAS) of over 350%**.

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Insights

Optimizing shopping product feed and implementing a solid ad copy based on accurate keyword research can do wonders for the brand.

4

The strategy of **linking advertisements directly to product-specific landing pages streamlined the user experience**, enabling seamless exploration and purchase of the featured canes, consequently leading to higher conversion rates.



Performance Metrics

Fairview

- Click-Through Rate (CTR): 12.5%
- Conversion Rate: 18%
- Total Conversions: 120
- Cost Per Conversion (CPC): \$10.50
- Return on Ad Spend (ROAS): 350%

Lunch Actually

- Click-Through Rate (CTR): 8.2%
- Conversion Rate: 12.5%
- Total Conversions: 85
- Cost Per Conversion (CPC): \$18.75
- Return on Ad Spend (ROAS): 240%

Art Walking Sticks

- Click-Through Rate (CTR): 9.8%
- Conversion Rate: 15.2%
- Total Conversions: 68
- Cost Per Conversion (CPC): \$22.50
- Return on Ad Spend (ROAS): 180%

Insights and Learnings

Relevance is Key

The use of Single Keyword Ad Groups (SKAGs) ensured that ads were highly relevant to users' search queries, leading to better click-through rates (CTR) and conversions.

Emotion-Driven Messaging

The campaign's success stemmed from tapping into the emotional needs of individuals seeking meaningful relationships, underlining the importance of emotional resonance in advertising.

Exclusivity Sells

Highlighting the exclusivity and limited availability of the canes added an element of prestige, encouraging conversions among high end consumers.

Ad Quality Matters

High-quality ad copy and visual ad elements like product feeds and images play a pivotal role in capturing users' attention and driving high quality leads.

Best Practices for Successful Google Ads

Clear Call to Action (CTA)

The use of Single Keyword Ad Groups (SKAGs) ensured that ads were highly relevant to users' search queries, leading to better click-through rates (CTR) and conversions.

A/B Testing

Experiment with different ad creatives, headlines, and landing page layouts to find out what resonates best with your audience.

Consistency

Maintain consistent messaging and branding across ads, landing pages, and your website to build a cohesive user experience.

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Data-Driven Decisions

Highlighting the exclusivity and limited availability of the canes added an element of prestige, encouraging conversions among high end consumers.

3

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Mobile Optimization

High-quality ad copy and visual ad elements like product feeds and images play a pivotal role in capturing users' attention and driving high quality leads.

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