



Google AdWords Campaign generates 15,000 Leads in 12 Months

The goal of this on-line marketing campaign was to generate leads for a financial organisation in the United States offering extended auto warranties.

A campaign was created with a focus on writing high performing text based adverts on the Google AdWords, Yahoo and Bing online advertising platforms.

Over 15,000 leads were generated for the client during a 12 month period.

The Importance of Initial Keyword Research

All our campaigns begin by researching word and phrases used by the industry and by prospective customers. We build a bank of words to test in our advertising copy and on the website. It is critical we understand the key phrases that drive prospects to take action.

The following Google AdWords advert is an example of the effective on-line advertising we created for the campaign:

No More Auto Repair Bills
0% Interest Auto Warranty.
Ask our Experts for a Free Quote
www.AutoWarranty-Quotes.com

This text advert displays a key benefit in the headline “*No More Auto Repair Bills*” and arouses curiosity in the prospect as to how they could avoid paying auto repair bills. A clear call to action in the advert “*Ask our Experts for a Free Quote*” encourages the prospect to click through to the landing page.

Integrating Copy from Advert to Landing Page

As part of the overall campaign we developed a bespoke website with landing pages to receive traffic from the Google AdWords adverts. The landing pages displayed phrases and keywords in common with adverts and the search terms used by the prospects.

Constructing the Landing Page ‘Above the Fold’

The above the fold section of a website is the section that you first see when arriving on a webpage. It is the area of the website you do not have to scroll down to see.

The ‘above the fold’ copy (shown below) was critical to encouraging the visitors to take action. Every element of the landing page is designed to encourage the visitor to follow through and take action by submitting some basic contact information.



The headline “*Do Auto Repair Bills Worry You?*” asks a direct question of the visitor and helps qualify their need for an extended auto warranty. The text is in a red font to further dramatise the message.

The first sentence of the page further emphasises the reasons for being concerned about auto repair bills “*Auto repair costs are expected to rise 15-20% in the next 2 years. A new transmission alone could cost \$2900.*”

The second sentence presents a solution to the problem “*An extended warranty helps you avoid costly repairs and gives you peace of mind.*”

A third sentence is a call to action “*Ask for a no obligation quote today...*” to encourage the visitor to click the green button and submit their details.

This is just a quick summary of some of the direct response copywriting techniques we used in this campaign. Feel free to call us and discuss your on-line marketing needs.

Summary

We generated 15,000 leads in 12 months with focused upfront research, constant testing of advertising copy and integrating the advertising with website landing pages.

Contact us now to find out how we can help you grow your business on-line.

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