

"Since I hired White Shark Media to handle my Google Ads campaign, phone calls and sales have greatly increased for my business. I recommend the services of this company 100%."

Tony Jimenez | Owner | Pacific Landscaping & Tree Service



About Pacific Landscaping & Tree Service

This company, located in Marina, California, specializes in yard maintenance services for commercial and residential properties. They offer competitive pricing and top notch service.

The Challenge

- ✓ The client was unsatisfied with the way his campaign was being managed. Not all possible tracking mechanisms were in place, and he felt like he was losing money.
- ✓ His cost per conversion was very high, at \$287.70.
- ✓ His campaign was not set up properly. To begin with, he was running his campaign on the search network with display select.
- ✓ The campaign metrics were poor and had a low CTR as well as a low conversion rate.

Marketing Strategy Goals

- ✓ To build a campaign in line with Tony's seasonal business.
- ✓ To decrease cost per lead to \$60.00
- ✓ To track phone calls, as well as contact form inquiries.



The Solution

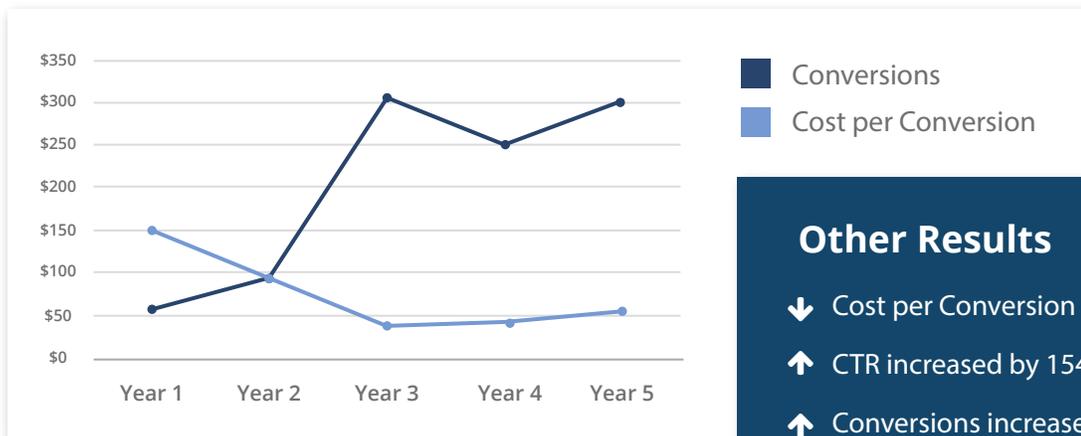
White Shark Media focused on targeting the cities that the client had historically gotten more business from:

- ✓ We added 10-15% bid adjustments on Tony's main cities. This way, he lowered his operational expenses by covering more jobs in a single area.
- ✓ We adjusted bids for mobile devices in order to track and improve mobile traffic.
- ✓ Landscaping is affected by seasonality. Therefore, we divided Tony's services into several campaigns, to run depending on the season, which helped with a more effective allocation of the daily budget.
- ✓ Call and conversion tracking were installed to make a fair assessment of the impact of our campaigns.

The Results

In his past campaign, Tony had a CTR of 0.16% and cost per conversion of \$287.70. Today, White Shark Media has been able to lower the cost per conversion to \$55.04. Given the seasonal nature of the product, metrics have been rather variant but always within a profitable margin.

The campaign we created started with a 9.93% conversion rate, an improvement right off the bat when compared with a 0.83% conversion rate from his past campaign. By now, we have a conversion rate of 15.45%, and it has increased by 1,983% from his past campaign.



Other Results

- ↓ Cost per Conversion decreased by 63.78%
- ↑ CTR increased by 154.28%
- ↑ Conversions increased by 429.82%

Conclusion

After having the paid ad campaign managed by another company without seeing any success, Pacific Landscaping & Tree Service enlisted White Shark Media's services looking for some real results. Before Pacific Landscaping & Tree Service started working with White Shark Media, this campaign had a cost per conversion of \$287.70, which has now been lowered to \$55.04. In addition, conversion rates are much higher- all thanks to focusing on targeted cities, keywords, and seasons.