

“Our overall experience with White Shark Media has been very positive, and we’ve been very impressed with the results. Before White Shark Media, we were spending more on Google Ads with far less tangible results. By implementing call tracking and click tracking and skillfully managing our bids, keywords, and campaigns, Google Ads is now a much more successful advertising channel.”

**Taylor Johnston**

SODERSTROM SKIN INSTITUTE | WEB CONTENT COORDINATOR



## About Soderstrom Skin Institute

Soderstrom Skin Institute is the premier dermatology center in the central Illinois area. They have more than 125 years of combined experience, and certified dermatologists and surgeons qualified to diagnose and treat all skin conditions. Taylor Johnston, Soderstrom’s Content Web Coordinator, reached out to White Shark Media to get expert help to improve the performance of their Google Ads campaign. They were spending a lot of money and not getting the desired return on investment.

## Campaign Goals

White Shark Media established goals with Adler that would allow him to improve his firm’s ROI with the aid of Google Ads:

- ❖ To lower the cost per conversion.
- ❖ To stay in the top three positions in the SERPs and outrank the competition.

## The Challenges

- ❖ Taylor did not have sufficient call or conversion tracking installed.
- ❖ The apparent revenue derived from Google Ads was too low to justify the ad spend.
- ❖ The campaign was accruing irrelevant traffic and producing almost no ROI.



# Our Solution

White Shark Media took the following steps to decrease the overall cost per conversion while maximizing the number of calls:

## 1) Track ROI with Call and Conversion Tracking

- ❖ We installed conversion and call tracking to track customers who call the office or fill out a contact form to make an appointment.
- ❖ From installing all forms of tracking, we gathered valuable data for insights into what ads, keywords, and match types were bringing the best ROI.

## 2) Bid More Aggressively Based on Location

- ❖ Our approach was to create a campaign as granular as possible, including location ad groups.
- ❖ We structured the campaign using the main cities and areas Taylor usually gets more business from to ensure the ads had a relevant audience.
- ❖ For instance, we used the following variations: "+Soderstrom +Peoria +IL", "+skin+dimensions +Morton +IL", "Bloomington +IL +dermatologist", etc.

## 3) Product-Specific Ad Groups

We created ad groups for their different dermatological services, and we were able to find the groups that provided the best returns for our spend. For instance, we created ad groups for dermatology, day spa, plastic surgery, etc.

## 4) New Campaigns and Offerings

We expanded to a new campaign and added Soderstrom's day spa service. We have already seen 97 calls in the past two months from creating this new campaign, with an increased CTR and showing much more relevant searches, based on the search terms report.

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# The Results

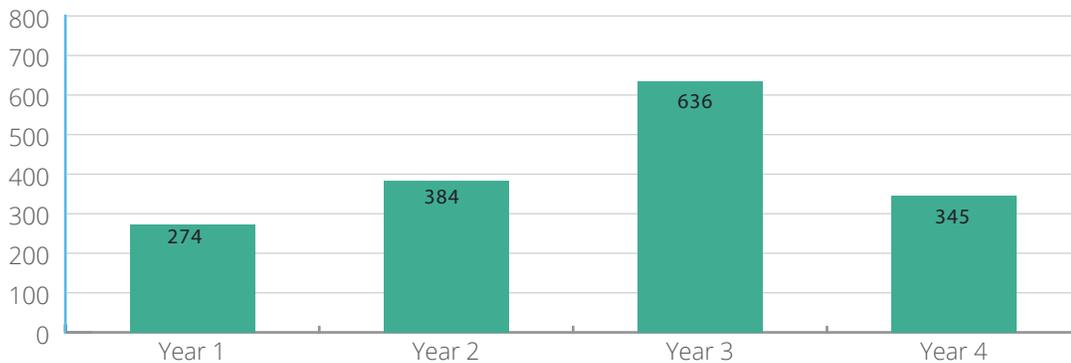
Taylor was impressed with the results and positive impact on Soderstrom's bottom line. In four years, conversions increased by 26% from 274 to 345.



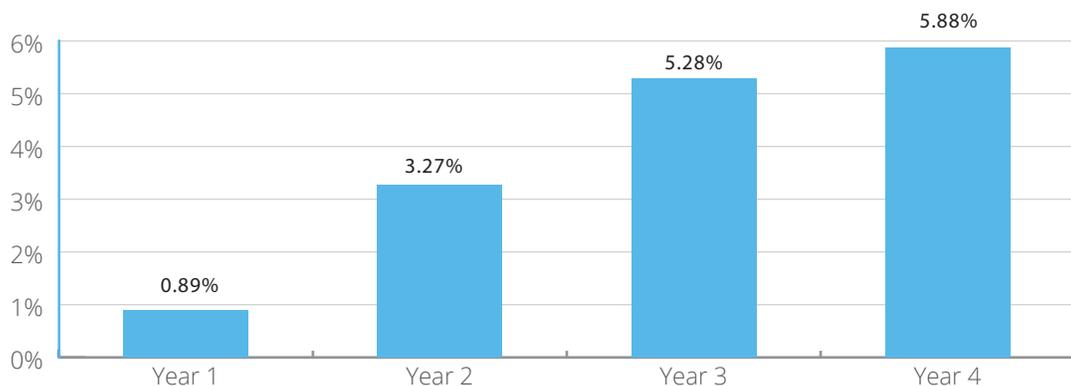
By implementing call and conversion tracking and skillfully managing our bids, keywords, and campaigns, Google Ads is now a much more successful advertising channel for Soderstrom Skin Institute.

Taylor has expressed several times that we helped Soderstrom Skin Institute bring their actual cost of advertising down. The return on investment for their PPC campaign is now definitely worth it.

#### CONVERSIONS



#### CTR



Click-through rate increased by **560%**

Conversion Rate increased by **26%**

## Conclusion

In the course of their partnership with White Shark Media, Soderstrom Skin Institute has been able to take their marketing efforts to the next level, increasing conversions exponentially. They're now reaching more customers than ever at an affordable price point.