

“I had heard about Google AdWords, but I did not know how to manage it. White Shark Media helped me to understand it and to position my business in the market. As a result, I was able to hire three employees and I am looking to open a second location. I also have the wholesale license and I am selling to hotels and to islands in The Caribbean. I owe my success to White Shark Media and Google, they have helped me reach my customers and have allowed me to expand my business. Before working with White Shark Media, my business generated minimum weekly earnings; nowadays, my company has grown almost 500%. I can spend around \$3500 to \$4000 every month because my company makes that money in two or three days. To anyone starting a new business from scratch, I strongly recommend White Shark Media. Do not hesitate on investing money in your business because it will be returned, guaranteed.”

Jorge Gonzalez

MIAMI MATTRESS OUTLET | OWNER



Miami Mattress Outlet
Best Brands

About Miami Mattress Outlet

Miami Mattress Outlet offers the best deals for discount mattresses in the south and north Miami. It is an authorized mattress outlet with discounts of up to 70% off retail value. They carry an extensive selection of the best brands in the market. Jorge Gonzalez, the owner, had been managing an AdWords campaign for a short period of time with no tracking in place. He decided to partner with White Shark Media due to our bilingual English-Spanish expertise, transparent fees, and results-driven approach.

Campaign Goals

Our PPC account manager teamed up with Jorge to set up two realistic and achievable goals:

- Generate at least one lead per day
- Install tracking

The Challenges

Jorge had been running an AdWords campaign on his own, with no tracking installed, so he had no idea what he was receiving in return for his investment in advertising. Also, he was paying a high cost-per-click for bad positioning and irrelevant traffic. Jorge was even considering closing his business when he decided to give it one more shot with the help of White Shark Media.



Our Solution

After setting goals, our account manager set out to help Jorge not only reach but surpass them. She knew she had a big task at hand because this was Jorge's last chance before deciding to permanently close his one-man business. The strategy included the tactics detailed below.

1) Complete Tracking Installation

Installing call tracking was a priority to set a conversion-driven strategy. Google Analytics gave us complete tracking regarding conversions and where exactly they came from. We were able to see the user behavior on the Website and optimize the account based on these insights. We got insights about the organic (non paid) keywords that were triggering search results. This way we could test these keywords in our AdWords campaign.

2) Aggressive Mobile Strategy

Through our tracking mechanisms, we were able to determine that Miami Mattress Outlet had a better response from mobile traffic versus desktop traffic. This discovery led us to create aggressive mobile strategy consisting of the following:

• Mobile ads

• Mobile bidding strategy

3) Strategic Bidding

Over the course of 2015, we continuously ramped up the budget to position Miami Mattress Outlet as a top supplier for discount mattresses in Broward and Miami-Dade Counties. By strategically increasing the budget, we were able to create a more effective bidding strategy. We had the ability to test the budget in different ways, using geo-targeted bidding and device bidding, as described previously.

3) Marking the Difference Through Ad Copy

One of the tactics implemented to position Miami Mattress Outlet in the market was to focus on price-sensitive searches and showcase pricing benefits in our ad copy. For example, we highlighted free shipping, low prices starting at \$99, and the option to order over the phone.

Spanish Campaign Implementation

After a very successful 2015, we decided to venture into the Spanish-speaking market. The search terms report and analytics showed indicators of the opportunity this market presented. We launched the Spanish campaign in February of 2016. Our strategy consisted of a broader keyword approach focusing on geo-targeted searches in areas with the highest number of Spanish speakers within the market radius.

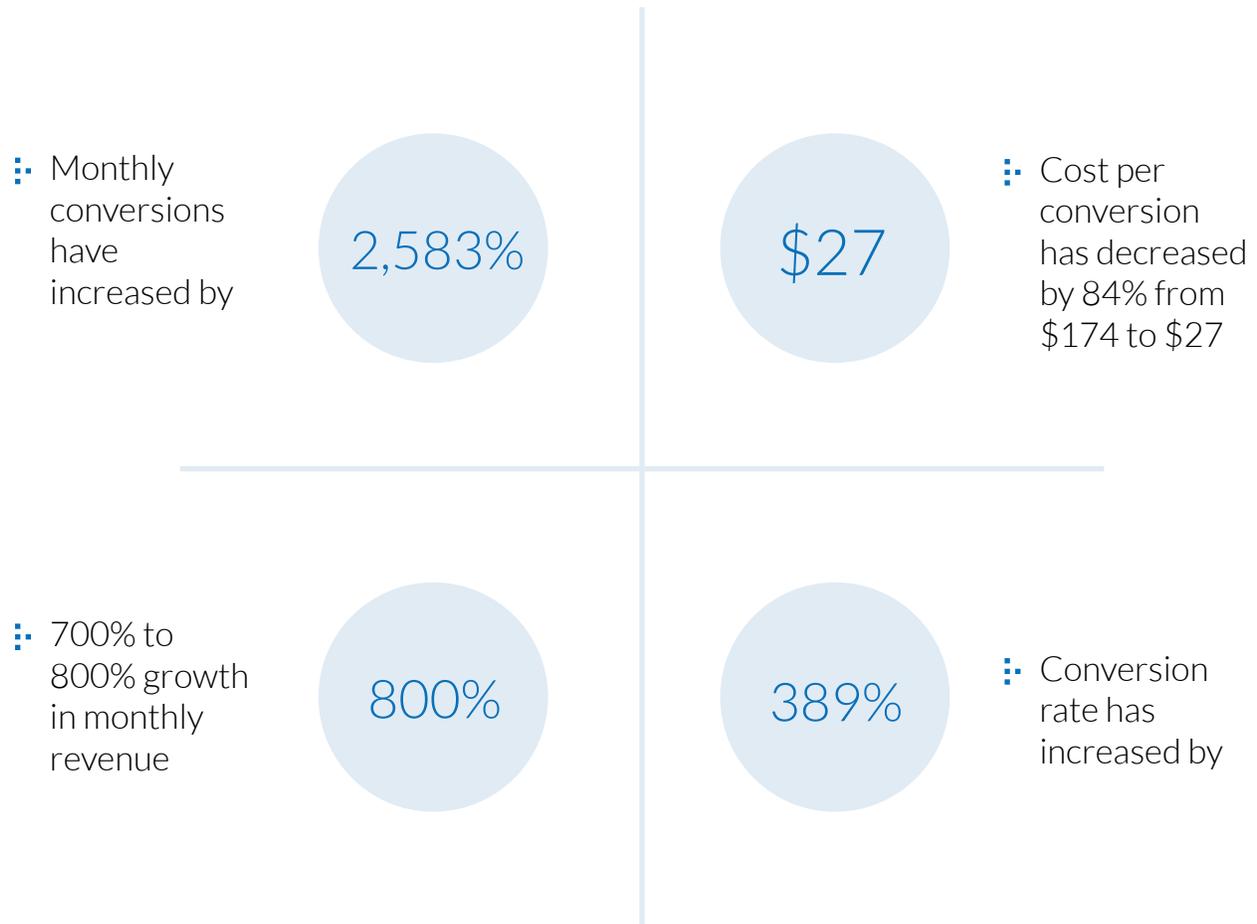


The Results

Jorge was not only able to save his business, but he has continued to invest in his AdWords campaign. His expansion into the Spanish-speaking market, turned out to be the source of 30% of our monthly leads.

The Spanish campaign has generated more than the data shows, though, as Jorge has found that word-of-mouth referrals within the Hispanic population are quite strong.

The once one-man business has been able to hire additional employees. Jorge is deeply grateful for our hard work and sees himself thriving for the following years.



Conclusion

With the help of White Shark Media's ad campaign expertise, Miami Mattress Outlet has tapped into a thriving and lucrative Spanish-speaking market. Jorge is pleased with the success of the campaigns and the high return on his investment. He's eager to continue reaping the benefits of increased conversions secured at a lower cost.