

“ Since the start of our partnership with White Shark Media, we have been providing FMG members with top-quality, professionally-managed Google Ads campaigns. We highly recommend partnering with White Shark Media to our members through our unique and cost-efficient program. For companies, big or small, who want to vastly improve their digital marketing efforts this is the program you need! ”

Michael Herschel | Marketing Coordinator | Furniture Marketing Group



About Furniture Marketing Group

The Furniture Marketing Group is a buying group made up of independent retail furniture dealers throughout North America. Their mission is to organize furniture dealers to share information and negotiate with manufacturers and importers for maximum dealer profit.

FMG Partnership Goals

- ✓ To increase FMG's digital division Google Ads spend
- ✓ To increase FMG's digital division portfolio
- ✓ To decrease all accounts' CPC by 40%



FMG Partnership Strategy

White Shark Media created an overall marketing strategy for the accounts we were assigned to manage. As part of our White Label Solution offering, FMG has access to account growth recommendations, white label proposals, audits, sales enablement tools and resources, as well as pitch support. During our partnership, we have visited FMG's events to present Google Ads as a digital marketing solution and we have onboarded new members into FMG's digital division through our audits, Steinhafels being one of them.



FMG Accounts Overview

Among the FMG members who have on-boarded with White Shark Media, we have three accounts that started under similar conditions, so our marketing goals and strategy were all aligned. Below you can find the challenge, marketing goals and strategy we used, as well as the results for each one:

Marketing Goals

- ✓ To keep CPC below \$4.00
- ✓ To increase CTR to 3.5%

The Challenge

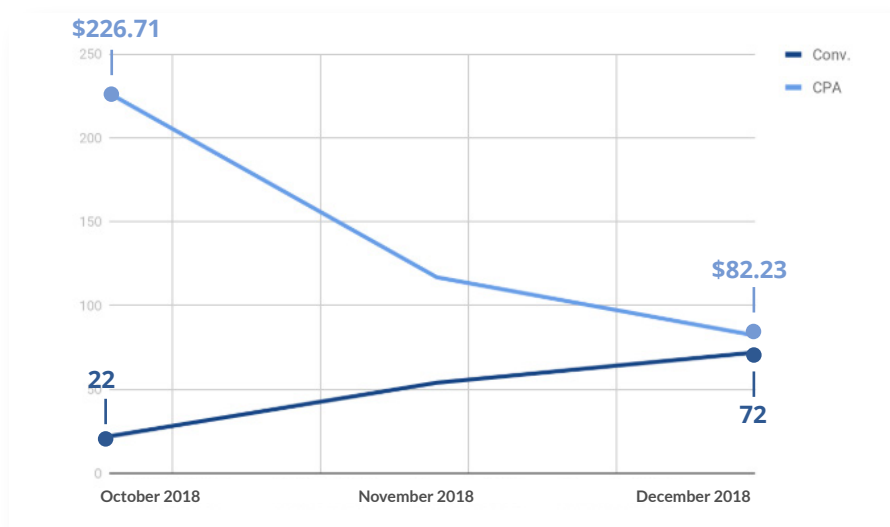
When we took over the FMG's end advertisers' campaigns, the Google Ads accounts had a weak structure. They had several keywords under one ad group, the branded terms were mixed up with broad furniture keywords, and their Google Ads campaigns didn't have any audience segmentation. As a result, FMG accounts were not receiving quality traffic.

Plan of Action

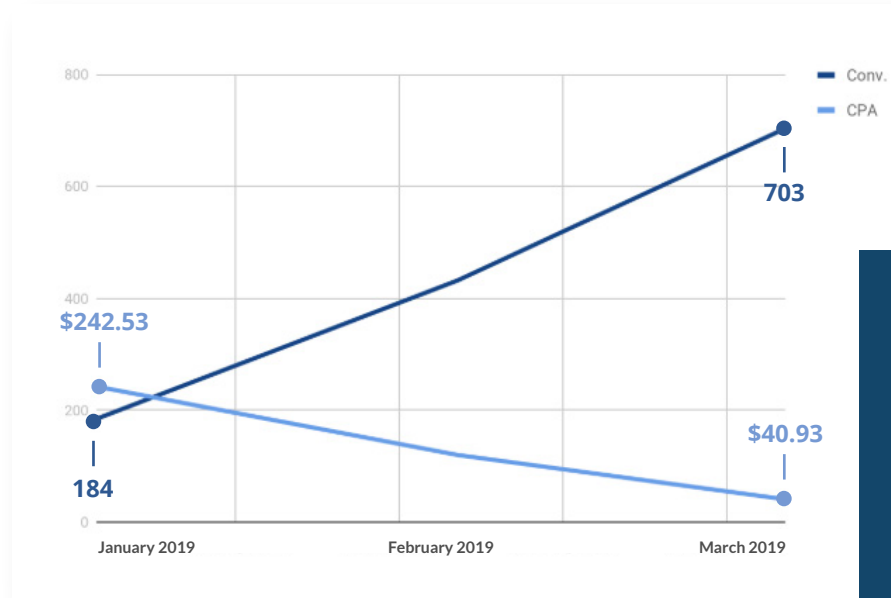
With a starting 5k budget to advertise mattresses in each FMG account, we decided to run search campaigns on specific hours while targeting long-tailed keywords to maximize the efficiency of the budget. These search campaigns include tightly-themed ad groups, landing pages, as well as creating one campaign per goal to assure quality traffic on the accounts' websites.

The Results

FMG Member #1



After showing positive results, our monthly budget increased from \$5k to \$50k . This 900% increase in budget lead us to re-evaluate performance to set up new marketing goals and strategies. Due to this higher budget, we have expanded our campaigns to YouTube, Google Display, and Google Remarketing Ads for display and search, in order to generate brand awareness and cause consideration and preference among the audience. In addition, we are not only advertising mattresses, but also the rest of the client’s product portfolio.

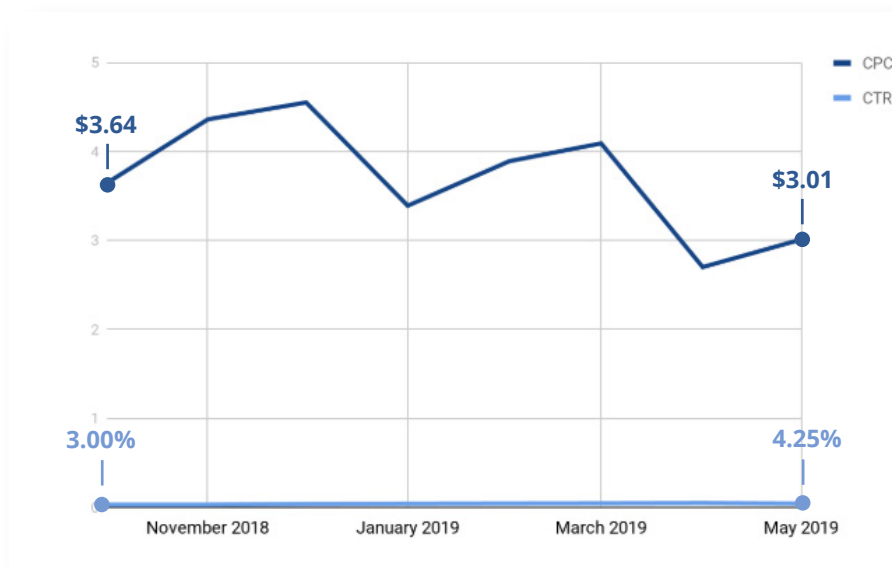


Other Results

- ↓ CPC decreased by 42.16%
- ↑ Conversion increased by 382.07%
- ↓ CPA decreased by 83.12%
- ↑ Budget increased by 900%

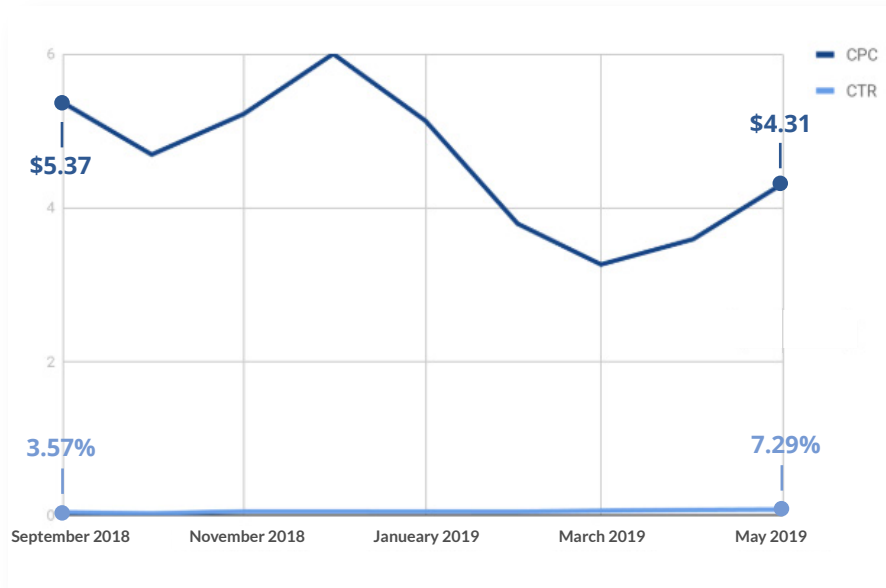
FMG Member #2

FMG member #2 has seen significant improvements in their Google Ads account performance. We have been able to decrease CPC by 26.59%, increase CTR by 33.41%, and to decrease CPA by 33.16%. Now that the client has seen the benefits of a well managed Google Ads account, they are planning to increase their initial budget of \$5k to \$30k, after which we will be able to start managing campaigns to advertise the rest of their product portfolio.



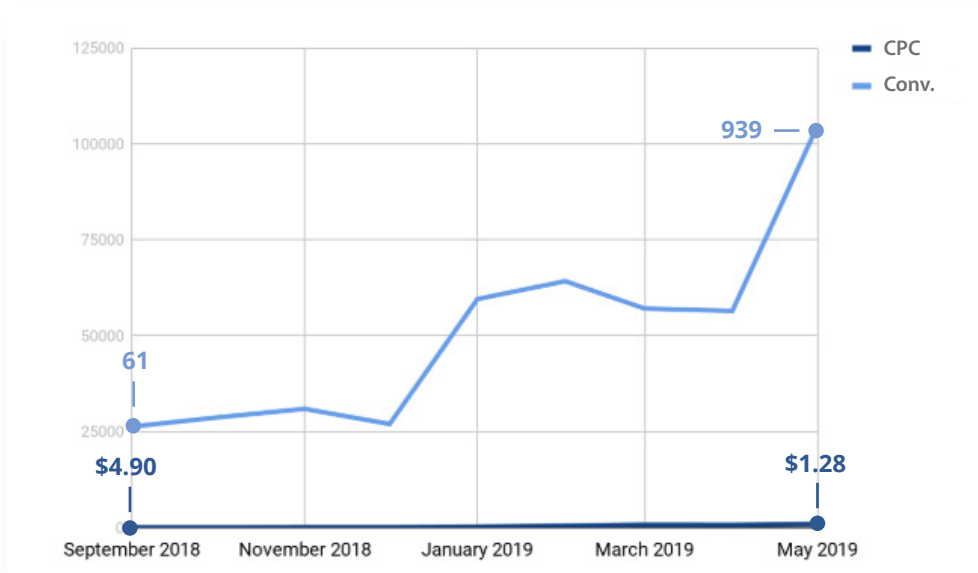
FMG Member #3

With an increase of 51.03% in CTR during their regular season, FMG Member #3 is now receiving a higher website quality traffic. Also, their CPC has decreased by 19.74%.



Partnership Results

As a result of our partnership efforts, we added some new accounts in May 2019, plus one that will finish its on-boarding process on July 2019. In addition, we have been able to decrease overall CPC by 73.88%.



Other Results



CPC
decreased by
73.88%



Conversions
increased by
1539%



CPA
decreased by
41%

Conclusion

FMG has achieved goal after goal after partnering with White Shark Media to outsource their Google Ads management. They have found a complete digital marketing solution for FMG's digital division to mainly focus on selling Google Ads as an effective advertising strategy. Not only have they've been able to increase their member's ad spend and satisfaction with Google Ads, but also the service provided has encouraged members to expand their advertised product portfolio.

