CASE STUDY

PPC FOR CONTRACTORS



MORE LEADS

AT A LOWER COST

Pay Per Click for Contractors

BLue corona

Measurable Marketing Solutions

CASE STUDY

PPC FOR CONTRACTORS



Blue Corona Decreases Plumbing, HVAC & Electric Company's Cost Per Lead by 62%

THE PROBLEM

Our client offers plumbing, HVAC, and electrical services in a large, competitive market. The company had used three other pay per click PPC vendors in the past but was extremely unsatisfied with the cost-per-lead (CPL) and cost-per-booked lead that these previous vendors produced.

THE SOLUTION

As with all our clients, our first step was to use the client's business goals and sales funnel to manage their bids in a logical, cost-efficient manner. Using this funnel helps us bid intelligently and optimize our campaigns to achieve an ideal CPC and conversion rate, rather than getting "bid happy" and managing the campaigns blindly.

$110 What the client is willing to pay per appointment

65% The client's lead-to-appointment conversion rate*

$71.5 What the client is willing to pay per lead

12% Optimal click-to-lead conversion rate

$8.58 Optimal max cost-per-click

**Since we track all PPC-related phone calls to determine not only which calls are leads, but which of those leads are booked into appointments, we were able to determine that the client's booking rate is approximately 65%.*

Next, our paid search specialists worked to improve a number of key metrics that impact the client's CPL:

1. Cost-per-Click (CPC)

In order to lower the client's cost per click, we had to improve their ad relevancy and Quality Scores. We did this by:

- Creating 200+ new ad groups to make keyword grouping more specific and granular
- Implementing completely new ad copy testing
- Selecting new landing pages

2. Click-Through-Rate (CTR)

We improved the client's CTR by:

- Creating and implementing ad extensions
- Implementing new ad copy testing, focusing on their calls-to-action
- Implementing mobile ads

3. Conversion Rate

To improve the conversion rate, we optimized the client's current sidebar contact form by:

- Reducing the number of required fields
- Changing the call-to-action
- Moving the form above the fold
- Changing the color of the form to make it stand out more

What Does it All Mean? PPC Terms Explained

- **Click-through-rate (CTR)** – the percentage of times your ad has been clicked on in relation to the number of times it appeared.
- **Cost-per-click (CPC)** – the amount, per click, an advertiser pays a search engine for one click.
- **Conversion rate** – A measure of PPC campaign performance. It is calculated by dividing the number of conversions by the number of clicks.
- **Cost-per-lead (CPL)** – the amount of money paid for each lead generated.
- **Quality Score** – a ranking system from 1 – 10 that Google uses to decide your Ad Rank.

THE RESULTS

Since taking over the client's paid search campaigns in March 2014, we've managed to **improve the client's CTR from 0.67% to 1.43%** in an eighth month period of time. In addition, the client's **conversion rate has improved from 10% to 14.30%** in that same timespan.

We've lowered the client's CPC as well. In May 2013 (under other management), the client paid $24.04 per click. In May of 2014 (under our management), they paid $11.57 per click. **We decreased their cost-per-click (CPC) by 52%!** The CPC continues to decrease with our management, as you'll see in the summary table below:

MONTH	Mar 2014	Nov 2014
Click-through-Rate	0.67%	1.43%
Average Cost-per-Click ($)	15.55	9.74
Visit-to-Lead Conversion Rate	10.00%	14.30%

By improving the client's CTR, conversion rate, and CPC, we managed to help our client get closer than ever to their lower cost per booked lead goal of $110. In November 2013, PPC produced a cost-per-lead (CPL) of $179.87. In November 2014 (under our management), they paid $68.07 per lead—a decreased CPL of 62%! **In November 2013, the client paid $317.41 per booked lead. In November 2014 (under our management), they paid $113.10 per booked lead—a decreased cost per booked lead of 64%.**

MONTH	Mar 2014	Nov 2014
Overall Cost/Opportunity Lead ($)	155.45	68.07
Overall Cost/Booked Lead ($)	216.28	113.10

TAKEAWAYS

Not all PPC companies are created equal! At Blue Corona, we have a team of dedicated PPC specialists with years of experience creating and optimizing PPC campaigns in a wide range of industries. Our PPC specialists work with an account manager to learn every aspect of a client's business model to better manage the account, including:

- The client's sales funnel
- The lead-to-sale ratio
- The visit-to-lead ratio
- Profit margins for each product and service sold

We use our understanding of the client's sales funnel to set bids appropriately and achieve the optimal CPL.

ABOUT BLUE CORONA

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design,and conversion rate optimization to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013 and 2014. The company has offices in both Gaithersburg, MD and Charlotte, N.C.

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