

CASE STUDY WEBINAR

THE INTERPLAY OF SEARCH ADS AND SEO
FOR TARGETED ONLINE LEAD GENERATION



B2B LEAD GENERATION MADE EASY

WEBINAR AGENDA

- Intro/Format
- Situation
- Intervention
- Results
- Conclusion

Before we begin. . .

THE SITUATION

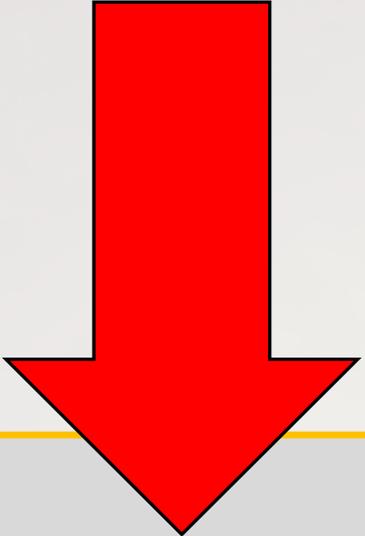


SURVEYS LATE 2017-2018
PRE-MARKETING EARLY 2018
BETA TESTING
OCTOBER 2018 LAUNCH
BRINGING US TO MARCH 2019...

YOUR MISSION, SHOULD YOU CHOOSE TO...



GROW



50% CLIENT REFERRALS

75%

40% LIST INQUIRIES

25%

20% DIRECT TRAFFIC

0%

WHICH APPROACH TO TAKE?



SITE 6 MOS OLD

100 PAGES

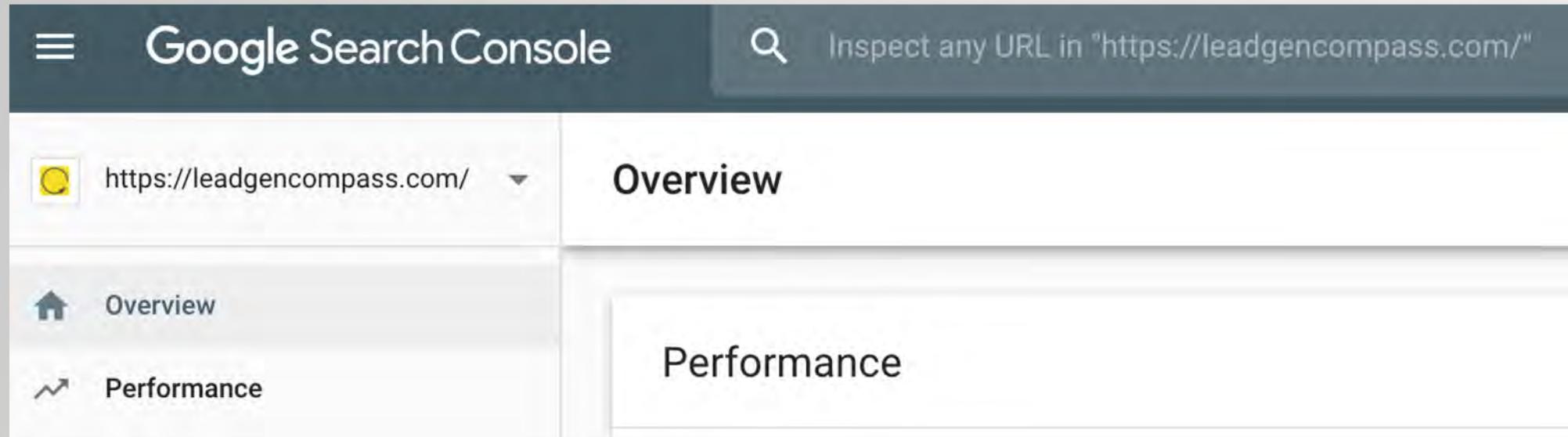
ORGANIC TRAFFIC STARTING

BUY TRAFFIC...

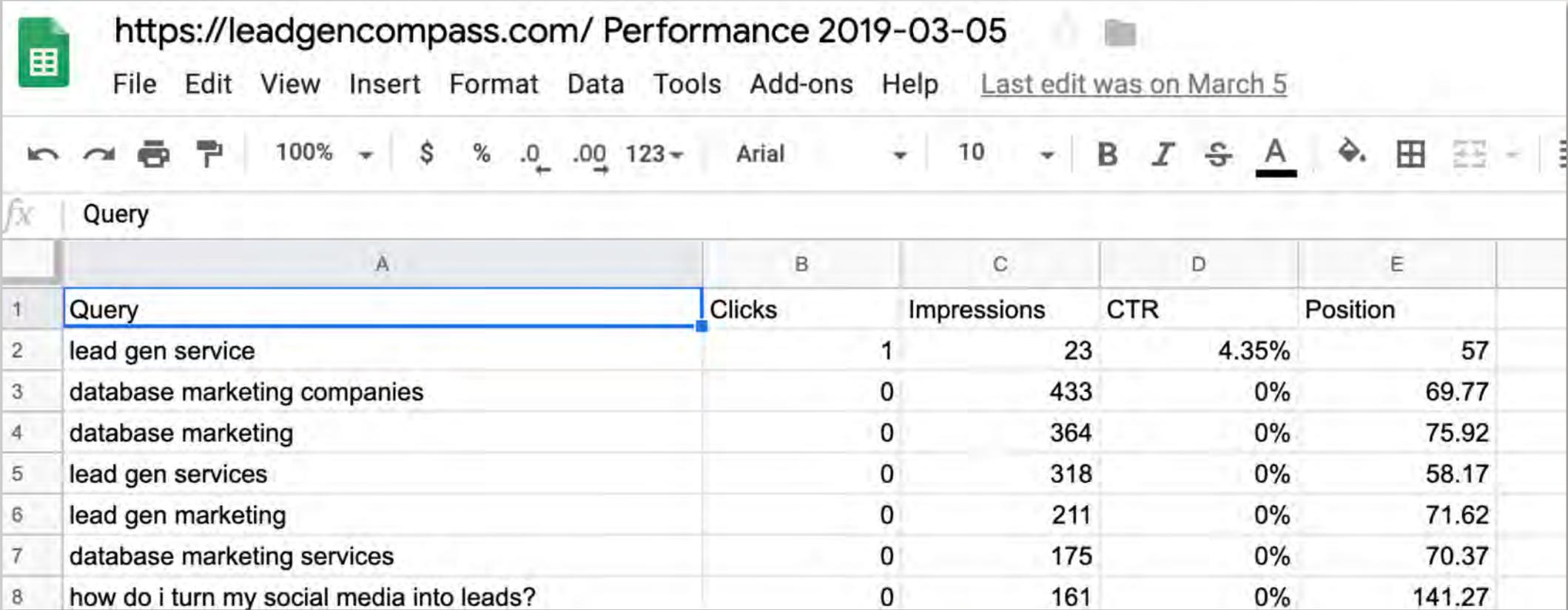
GUESS AT SEO...

OR BLEND THEM!

SEARCH CONSOLE



KEYWORD PHRASES



https://leadgencompass.com/ Performance 2019-03-05

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100% \$ % .0 .00 123 Arial 10 B I S A

	A	B	C	D	E
1	Query	Clicks	Impressions	CTR	Position
2	lead gen service	1	23	4.35%	57
3	database marketing companies	0	433	0%	69.77
4	database marketing	0	364	0%	75.92
5	lead gen services	0	318	0%	58.17
6	lead gen marketing	0	211	0%	71.62
7	database marketing services	0	175	0%	70.37
8	how do i turn my social media into leads?	0	161	0%	141.27

(AS MUCH AS THEY'LL SHOW US...)

GOALS



CONVERSIONS

1. NEW CUSTOMERS
2. NEW INQUIRIES
3. ACTIVITY INDICATORS

BUILDING A CAMPAIGN



GOOGLE ADS
NARROW THE PHRASES
ADS ON PHRASES
LANDING PAGE(S)
CTA/OFFER

AD GROUPS



STARTING WITH PHRASES OUT
OF SEARCH CONSOLE

ADD SUGGESTED SEARCHES

SEPARATE INTO DISTINCT ADS

BUDGETING



WORK BACKWARDS

- Value? $\$550 \times 6\text{mos}$ $\$3\text{K?}$
- Great to pay under 5% $\$150?$
- Conversion rate = 5%? $1/20$
- Pay per click = $\$7?$
- For 100 clicks? $\$4\text{ish}$

BUDGET APPROVAL/GOAL

GO LIVE



INTO ADWORDS

(Google Ads...hard to break habit)

WEEK ONE



3/1-3/9

2.5K IMPRESSIONS

29 CLICKS

\$3.43/CLICK

\$99

12 NEGATIVE KEYWORDS

(THE PHRASE SHEET)

WEEK ONE



ACTUAL USER PHRASES

	A	B	C	D	E	F
1	RELEVANT?				IF BAD, WHY?	IF GOOD, WHY?
2	No	lead generator job description	Lead Generation Ad Groups	Lead Generation	Don't have. . .	?
3		lead generation leave a comment	Lead Generation Ad Groups	Lead Generation		
4	No	tom ferrybest lead heneration systems	Lead Generation Ad Groups	Lead Generation	Not Tom	
5		b to c lead generation for singles	Lead Generation Ad Groups	Lead Generation		
6		lead generation software free	Lead Generation Ad Groups	Lead Generation		
7		white label local lead generation	Lead Generation Ad Groups	Local Lead Generation		
8		make a facebook lead generator	Lead Generation Ad Groups	Lead Generation		
9		advertising lead generation calculator	Lead Generation Ad Groups	Lead Generation		
10		what is lead generation site	Lead Generation Ad Groups	Lead Generation		
11		lead generation resumes	Lead Generation Ad Groups	Lead Generation		
12	Yes	lead generation ideas	Lead Generation Ad Groups	Lead Generation		We have ideas
13		lead generation denver	Lead Generation Ad Groups	Lead Generation		
14		lead gen compass	Lead Generation Ad Groups	Lead Generation		
15		building a lead generation website	Lead Generation Ad Groups	Lead Generation		
16		leads generation forum	Lead Generation Ad Groups	Lead Generation		
17		commission only lead generation	Lead Generation Ad Groups	Lead Generation		

LE
C

1/2 ARE NOT RIGHT

WEEK TWO



3/10-3/16

2.9K IMPRESSIONS

34 CLICKS

\$3.71/CLICK

\$145 (\$244 total)

9 NEGATIVE KEYWORDS

1 INQUIRY

WEEK THREE



3/17-3/23

3.0K IMPRESSIONS

35 CLICKS

\$3.62/CLICK

\$127 (\$371 total)

7 NEGATIVE KEYWORDS

2 INQUIRIES

WEEK FOUR



3/24-3/26

1.5K IMPRESSIONS

15 CLICKS

\$3.67/CLICK

\$55 (\$426 total)

18 NEGATIVE KEYWORDS

1 INQUIRY

100 CLICKS



3/1-3/26

10K IMPRESSIONS

118 CLICKS

\$3.61/CLICK

\$426

47 NEGATIVE KEYWORDS

4 INQUIRIES (2 GOOD, 2 BAD)

CONCLUSION OF TEST



CONVERSIONS

1. NEW CUSTOMERS

No

2. NEW INQUIRIES

4

3. ACTIVITY INDICATORS

Yes

CONCLUSION OF TEST



RESULTS

- New Customer? \$3K? NA
- New Cust Cost? \$150? NA
- Conversion rate = 5%? 1/20 4%/\$25
- Pay per click = \$ 7? \$3.75
- For 100 clicks? \$ 4ish \$400

NEXT ACTION



REVIEW TERMS FOR SEO

- CONTENT PLAN
- PHRASE TARGETING
- ALTER CAMPAIGN

TURN DOWN CAMPAIGN

NOW: 3/27-4/10 (2 WEEKS)

6 CLICKS – 1 INQUIRY - \$21

4 NEGATIVE KEYWORDS

RINSE REPEAT



GROW

50% CLIENT REFERRALS

80%

40% LIST INQUIRIES

20%

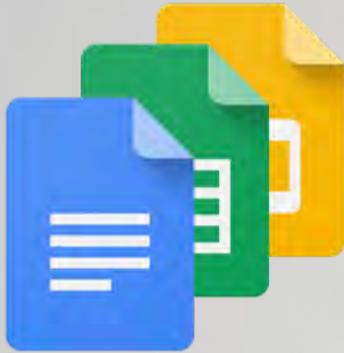
20% DIRECT TRAFFIC

0%

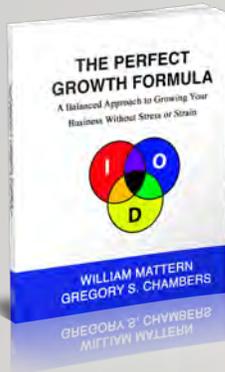
Q&A

Q&A

TOOLS FOR YOU



- **GOAL WORKSHEET**
- **CAMPAIGN BUILD TEMPLATE**
- **KEYWORD SPREADSHEETS**



- **The Perfect Growth Formula**
A Balanced Approach to Growing Your Business
Without Stress or Strain

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