

Maximizing ROI with a Targeted PPC Campaign: A Case Study for a Resume Writing Company

About the Company

The company is a resume writing company with 20 years of experience in the industry providing the best job search tools. The resume writing company's goal is to drive more traffic to their website while eliminating the high cost of budget in keyword bidding. Their services include resume writing, curriculum vitae writing, federal resume writing, and LinkedIn profile optimization, as well as other job search application documents.


Goals

- Increase website traffic by 40% compared to the previous quarter
- Increase sales by 50% compared to the previous period
- Improve ROI by 30% compared to the previous period

Challenge

With the high demand for the keyword "resume writing services," Google has placed priority and high bidding on the keyword. That said, the competition for the keyword is high. The use of performance research in determining keywords that will generate results and add value to the business.

Action

- **Conducted extensive keyword research.** This helped our team to identify the most relevant and profitable keywords for the company's campaign.
 - **Develop an ad trafficking strategy for the ad campaign.** This involved two large banner ads with strategic placement of strategies for finding the best keywords to increase conversion rates.
 - **Create a targeted PPC campaign with Google Ads.** This strategy focused on specific keywords and demographics to reach their target audience.
 - **Design an ad copy to emphasize the benefits of the company's products.** This included creating a clear call-to-action.
 - **Set up landing pages optimized for conversion.** The pages included clear product descriptions, images, and easy-to-use checkout options.
 - **Monitor the campaign regularly to optimize for better performance.** This required regularly adjusting bids, retargeting, and modifying the ad copy.
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The PPC campaign was a resounding success for the resume writing company, helping them exceed their goals to increase website traffic, sales, and ROI. Our team conducted thorough keyword research, created targeted ads, and optimized landing pages. Moreover, the team closely monitored the campaign which enabled the company to reach their target audience and achieve significant improvements in the performance of the business.

Results

- Increased website traffic by 45% compared to the previous quarter, surpassing the 40% goal.
- Increased sales by 60% compared to the previous period, surpassing the goal of 50%.
- Improved ROI by 35% compared to the previous period, surpassing the goal of 30%.
- The company earned high number of inquiries entering the sales/marketing funnel

PPC data of the campaign for the company.

Keyword	Clicks	CTR	Conversion	Conv/Cost	Cost
Keyword A	3M	4%	\$80K	\$150	\$400K
Keyword B	3.1M	3.2%	\$65K	\$102	\$380K
Keyword C	2.8M	3.0%	\$60K	\$200	\$360K

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