

Case Study

350% increase in leads for local office furniture company

The Results

1. Over 390 new leads generated in 90 days
2. Cost per lead of R29
3. Total sales revenue of R370,000 from this campaign
4. Total cost of advertising R11,941
5. Return on investment 3400%



Who We Are

Turnkey
Number 1
Member
R2 million
60+
2000+
12 000+

digital agency
website in Google for Online Marketing Company
of Google engage for agencies
in Google Advertising Budgets
marketing clients
keywords on the first page of Google
leads generated



Marketing challenges and goals

1. Sales team not generating enough leads
2. Print Media expensive & not measurable
3. Create clear lead funnel
4. Acquire new customers
5. Implement a viral referral channel
6. Target specific demographics in local area
7. Maximize marketing return on investment



If you do what you've always done

You get what you've always got



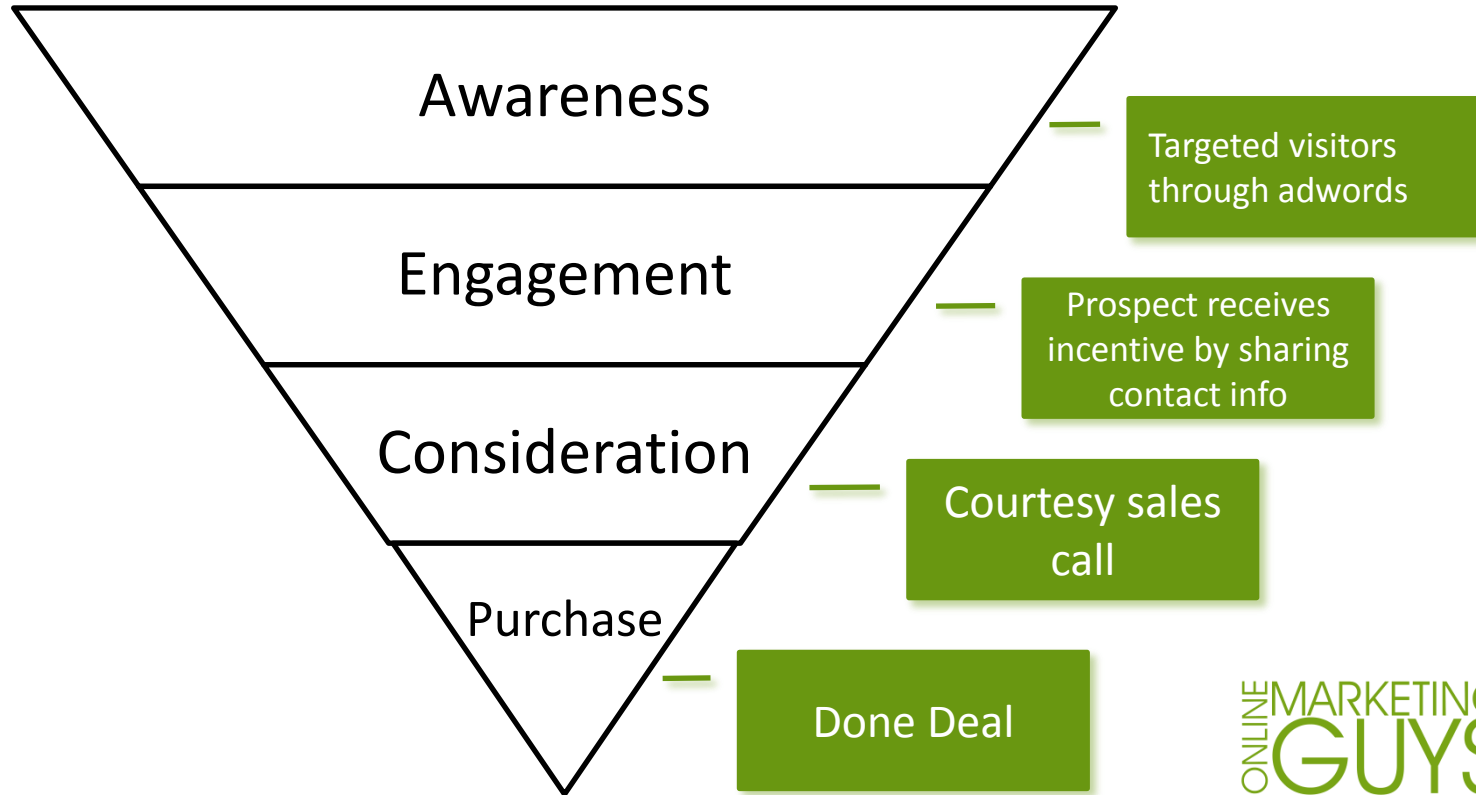
ONLINE MARKETING
GUYS

Solution

1. Incentive based contact information exchange
2. Landing page with 1 clear “call to action”
3. Drive visitors from Google Adwords
4. Geographical targeting
5. Site targeting on relevant websites
6. Use thank you page to drive social “likes
7. Two hour maximum sales follow up call
8. Email/Social referral program for increased lead



Buying Cycle



Business Overview

The Office Furniture client had primarily driven sales through their large sales team, cold calling and advertising in print media.

The sales team would call on businesses with catalogues trying to sell office furniture. There are a few warehouses holding stock with a couple of showrooms. Sales are not driven by walk-ins.



Marketing challenges and goals

The sales team were generating very little new business through cold calling. Print advertising is expensive and very difficult to measure new sales as a result of ads.

The website was functional but lacked “call to actions” and secondly had no targeted traffic to it. Research indicates that thousands of searches are conducted online for Office Furniture, clearly indicating a need to be Visible online and in more than 1 place.

It takes 3 seconds before a new website visitor loses interest and clicks away. A clearer sales message was necessary however, a budget wasn't allocated for a new website during the financial year.



The Online Marketing Guys Solution

Online Marketing Guys use a proprietary incentive based feature to gather new clients contact information. To keep the campaign targeted, a landing page was developed to purely capture the lead. This landing page is our proprietary design and converts 40% higher than others that have been tested.

Traffic is driven to the website through targeted search phrases using Google Adwords. Leads are generated and the Sales team have under 2 hours to contact the new prospect, build the relationship and make an appointment to meet with them and make the sale.

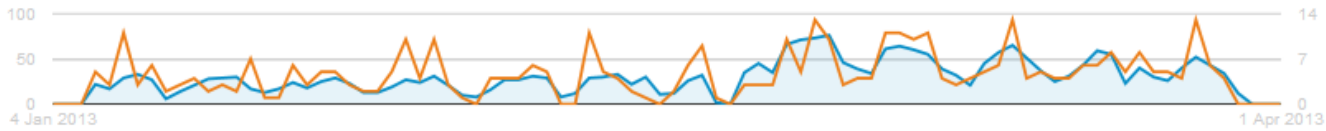
Additional “free” leads are generated through our unique thank you page viral strategy and additional email follow up correspondence.



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Campaign	Budget	Status	Enhanced	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
Office Furniture	ZAR100.00/day	Eligible	Legacy	1,560	68,240	2.29%	ZAR5.15	ZAR8,037.39	2.1	277	ZAR29.02	17.76%	0	--
Office Furniture Display	ZAR50.00/day	Eligible	Enhanced	781	134,200	0.58%	ZAR2.93	ZAR2,289.84	3.1	89	ZAR25.73	11.40%	0	--
office chairs landing page	ZAR50.00/day	Eligible	Enhanced	244	12,753	1.91%	ZAR6.62	ZAR1,614.07	2	33	ZAR48.91	13.52%	0	--
Gumtree	ZAR30.00/day	Eligible	Legacy	0	0	0.00%	ZAR0.00	ZAR0.00	0	0	ZAR0.00	0.00%	0	--
My Office Furniture Specials	ZAR100.00/day	Paused	Legacy	0	0	0.00%	ZAR0.00	ZAR0.00	0	0	ZAR0.00	0.00%	0	--
Total - all but deleted campaigns				2,585	215,193	1.20%	ZAR4.62	ZAR11,941.30	2.7	399	ZAR29.93	15.44%	0	

Cost → [ZAR11,941.30] Leads → [399]

Some proof inside Google Adwords

Why Online Marketing Guys?

We will *Only* take on your business
if we *Know* we can grow it.

Over **120 000** leads delivered
across a number of different business sectors



A few **ideal business sectors**

Furniture

Office furniture

Retail

Interiors

Décor

Clothing

Doctors

Attorneys

Holidays

Car Dealers

Catering

Electricians

Property

Beauty

Ecommerce

Jewellery

Schools

Tourism

Therapists

Appliances

Services

Accountants

Plumbers

Products sales

Restaurants

Travel

Industrial

Dentists

Therapists

Flooring

Builders

Kitchens

Renovations

DIY

Photographers

Weddings

And many more services and product related businesses.



Thank You



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