

Google Ads

CASE STUDY



Kirkpatrick Management

Property Management Company

Location: indianapolis, USA

Goal: Target local audiences and generate quality leads.

MONTHLY WEBSITE LEADS

INCREASED BY 30%





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| About Kirkpatrick Management

[Kirkpatrick](#) is an Indianapolis-based company that supports community needs & provides outstanding management services to protect homes & communities. The company specializes in Homeowner's Association, Condo Association, & Cooperative Housing Property Management.

What did they achieve in 3 months?



Date Range - April 2022 to June 2022

| Campaign Goal

One of the primary goals of running Google Ads was to increase website traffic. By showing ads at the top of search results for relevant keywords, the company wants to drive more potential customers to its website. They want to target local audiences of Indianapolis and nurture them toward conversion as a Marketing Qualified Lead at a LOW cost.

| Project Execution

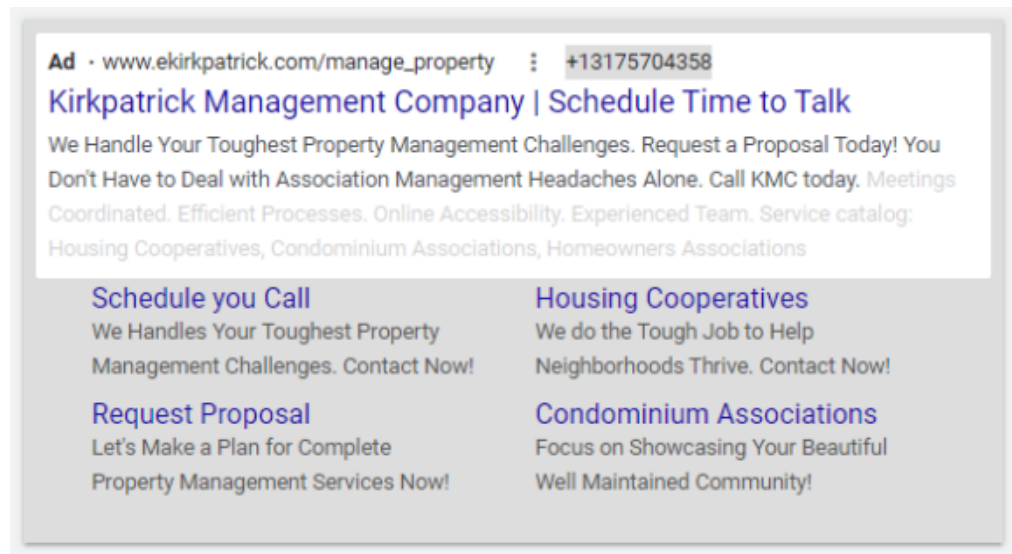
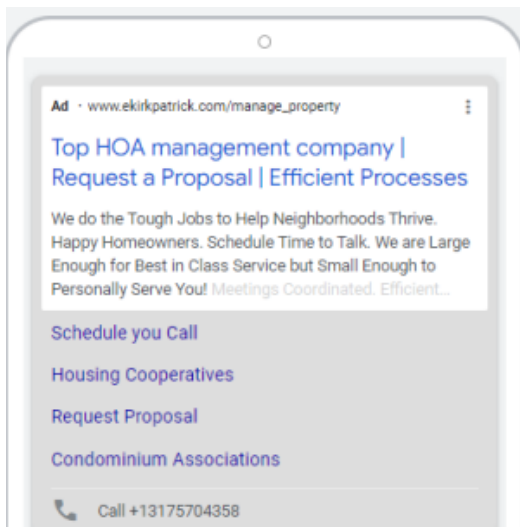
- We tested full-funnel marketing campaigns:
 - **Top funnel:** Served brand awareness and service awareness content to a broad audience
 - **Mid and bottom-funnel:** A planned actionable strategy to target specific audiences using action-based keywords & capture leads.



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- We implemented a standard search campaign using top action-based keywords to start lead generation. We added some brand keywords so that the competitors' ads do not rank above the organic search results for our brand keywords. Simultaneously, to increase traffic we added some commonly used keywords that are used to find property management services.
- We tested different types of ad copies to increase engagement.
- We measured the performance of the campaigns and managed it at the core level to get quality results. Additionally, we analyzed & optimized the landing pages to get better results from the ad campaigns.

| Responsive Search Ads



Responsive Search Ad type is a powerful ad format for improving the effectiveness and efficiency of Google Ads campaigns, helping to reach a wider audience, improve ad relevance, and ultimately drive better results.



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| Results Delivered

Campaign Overview: April 2022 to July 2022

Campaign	Impr. <>	Clicks <>	CTR <>	Phone calls <>	Conversions <>	Cost / conv. <>	Avg. CPC <>	Cost <>	Impr. (Top) % <>
KMC - Smart Search - ST	16,561 (+34.18%)	2,179 (+89.64%)	13.16% (+41.33%)	649 (+76.84%)	673.00 (+108.36%)	US\$3.68 (-52.00%)	US\$1.14 (-47.27%)	US\$2,474.31 (+0.01%)	92.05% (+5.52%)
KMC - Search - ST	18,100 (-27.59%)	1,966 (-17.57%)	10.86% (+13.83%)	397 (+35.96%)	302.00 (+34.82%)	US\$5.78 (-29.85%)	US\$0.89 (+14.74%)	US\$1,744.69 (-5.42%)	66.50% (+23.41%)
Total: All enabled campa... ?	34,661 (-7.17%)	4,145 (+17.29%)	11.96% (+26.34%)	1,046 (+58.73%)	975.00 (+78.24%)	US\$4.33 (-45.19%)	US\$1.02 (-16.71%)	US\$4,219.01 (-2.31%)	77.05% (+17.32%)
Total: Account ?	34,661 (-7.17%)	4,145 (+17.29%)	11.96% (+26.34%)	1,046 (+58.73%)	975.00 (+78.24%)	US\$4.33 (-45.19%)	US\$1.02 (-16.71%)	US\$4,219.01 (-2.31%)	77.05% (+17.32%)

As you could see, we were able to generate a good number of conversions i.e. 975 website leads and 1046 phone calls. And compared to previous months there are 58% hike in Phone calls and a 74% hike in website leads (+ sign indicates the increase in the %)

Monthly Performance Stats: April 2022 to June 2022

Month	Impr. (Abs. Top) %	Website Leads	Phone Calls	Cost/Conv.	All Conv. Value	Avg. CPC	Cost
Apr 2022	49.81%	204	237	US\$5.14	284	US\$1.09	\$1,048
May 2022	51.45%	291	307	US\$3.66	379	US\$1.08	\$1,065
Jun 2022	57.74%	285	313	US\$3.73	397	US\$0.81	\$1,064
Total	53.00%	780	857	US\$4.08	1,060	US\$0.98	US\$3,178