

GOOGLE ADS

Case Study



Google Ads



Our Client:

This company is a local storage facility in South Florida. This facility was founded in 1929 and was the first of its kind.

Goal:

Generate high-quality phone calls for each location.

Project Duration:

4 Years (Ongoing)

Problem Statement:

The facility needed phone calls for their 3 locations in South Florida; Aventura, Brickell, and Kendall. They had a tough time generating phone calls and leads.



Strategy (Overview)

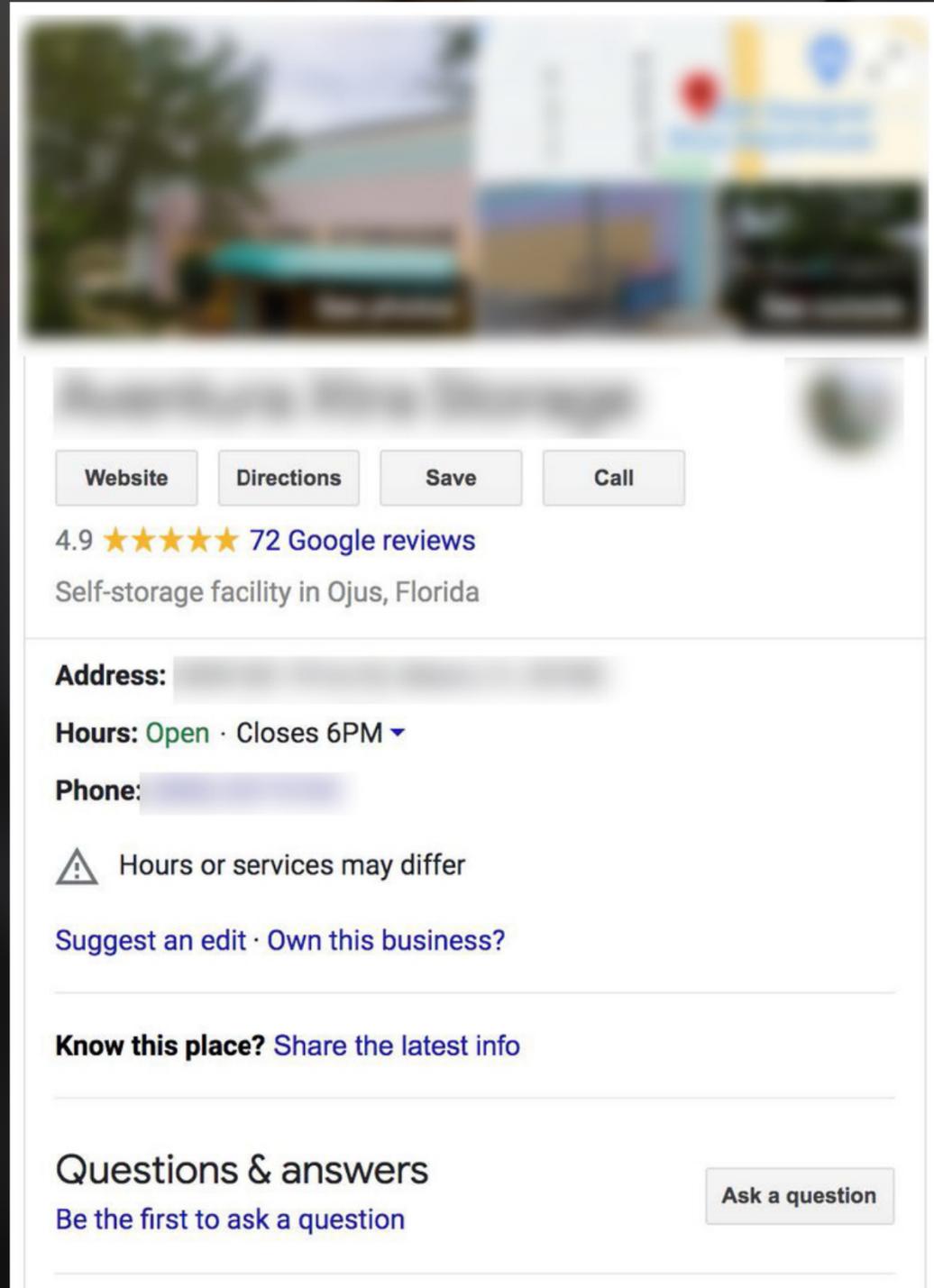
This client wanted to grow the number of storage bookings on their website or through a phone agent. The team decided to set up a Google My Business (GMB) search campaign optimized for each individual storage facility location.

The target audience was based on income and interests:

| Location: | Interest: | Language: | Age group: | Income class: |
|--|---------------------------------|------------------|-------------------|----------------------|
| People in specific locations in the provided cities. | In the market for storage units | English | 25 - 65+ | All |

This strategy did two things, it targeted people who showed interest in storage units and it targeted people who were looking for directions to a storage facility.

Best Performing Ad



- The team used search ads tied to their Google My Business listing.
- Each region had an ad pointing to the agent's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 420k+ views.
- After generating quality link clicks and phone calls, we created a similar campaign for remarketing.

Key Metrics

| Unique impressions | Phone Calls | Conversions | CTR |
|--------------------|-------------|-------------|-------|
| 426,098 | 2,158 | 1,915 | 1.71% |

\$ Budget: \$3,500 Per Month

📍 Location: SOUTH FLORIDA

Solution (Campaigns Used):

Search Ads: Finding people who are intentionally looking for the client's services.

Remarketing Ads: Reminding visitors to return to their respective landing page to finalize a phone call/conversion action.

The Google Ads team actively optimized each campaign to achieve optimal results.

Final Outcome

We were able to generate new leads for each storage facility in their respective locations.