

“How a \$500 Monthly Spend on Google Adwords Generated Over \$1,000,000 in Software License and Consulting Fees”

B2B Case Study

Over \$1,000,000 in Revenue with a \$500 Monthly Adwords Spend



\$241 per lead

Almost \$30k spent without optimizing - wasting money with poor geo-targeting



\$22.86 per lead

Lowered lead cost ten fold with improved ad copy, and use of landing pages.

Read the entire case study to see how this account went from money waster to money maker

During my first year in sales at a company called TaxStream, a fast growing software company that ranked #51 on the Inc 500 list in 2007, I took over the company's Google Adwords or Pay Per Click advertising as a side project.

Before I got access, the account suffered from the usual beginner mistakes - mainly not tracking conversions.

What's attractive about Adwords and Internet Marketing in general is the ability to measure results in real time. However an advertiser can only do this if they install the proper conversion tracking scripts.

This is a very simple cut and paste from the code the Adwords system generates. An advertiser would do this so they can optimize their ads, based on what works and what doesn't.

Prior to me getting control of the account, the spend to date was just about \$30,000 - again this was \$30,000 spent that was never optimized.

Other factors caused wasteful spending like poor geo-targeting and account organization.

For example, software being sold was mostly used by US based corporations that file a tax provision. For larger companies, Excel Spreadsheets become very inefficient and do not provide accurate defense during audit - meaning they are very error prone especially when more than 2 people are working on them.

Before I took over thousands of dollars were spent advertising in countries like the UK and Canada, when the solution was primarily for US based corporations.

Leads were few and far between even I started tracking conversions with lead costs were well over \$200. While this might not be so high considering the ROI, costs were driven up, not because of competition but because the 5-6 players in the market threw money at the problem.



Shortly after I took on Adwords so did a member of our business development team, and our head of sales gave us free reign to spend as much as \$5,000 per month.

Having the budget does not justify the expense, in this case generic words like “tax software” were running up the bill plus all the clicks from non-US countries.

The main problem was sending all the traffic to the home page.

The average home page of a B2B software company has 27 or more options the visitor can choose from - too many choices leads to fewer responses.

In early 2008 I discovered this thing called a landing page. A landing page is minimal version of a web page with scaled down navigation.

Rather than leading with “chest beating” ads like this:



I advertised a problem solving guide that would attract prospects at various stages of the buying cycle like this one.



The account went on a spending spree between July and December 2007, during that time \$22,440.02 was spent and a total of 78 leads were generated at a cost of \$287.69 cents per lead.

One year later the results were dramatically different.

↓	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?
	38	\$12.23	4.73%
	13	\$39.17	5.20%
	11	\$23.62	7.86%
	4	\$20.21	3.31%
	2	\$18.16	8.70%
	1	\$4.32	20.00%

Between July 1 2008 and Late Feb 2009 lead volume was the same however cost per lead was now \$22.86 cents. Over \$1 Million in total revenue was traced back to this campaign in 1 year.

Pay Per Click is just one method of getting (Internet) traffic. There's direct traffic which is when people type in your web address and there's natural or free traffic often called Search Engine Optimization.

For example the a winning combination of Google Ad copy and (PPC) landing page like I just outlined can be implemented on the rest of the website to drive more lead flow, or any other actions you may want visitors to take such as white paper downloads, or attending webinars.

The kicker is that you can even take a working pay per click campaign and use it to inform other online and offline promotional campaigns. Incorporate a winning pay per click landing page into the overall look and feel of the website - converting even more overall site traffic. You could also use an offer that's successful on Adwords as the basis of a LinkedIn campaign that targets your exact prospects.

If advertising a report or white paper on Google is effective at getting hot and warm leads in the funnel then this "offer" should most definitely be linked to in email signatures - not the company home page.

Unfortunately while I was able to transform the account from loser to winner this story does not have such a happy ending.

The company was acquired in January 2008 by Thomson Reuters, and the "central marketing" department took control of the Adwords campaign around March 2009.

They did not have the "know how" to take what I had done and run with it as the marketing agenda was very different than sales - these 2 departments at the time did not collaborate. What I was doing was a direct response campaign and the central marketing department was mostly concerned with branding than making money.

Branding is important as acquisitions were a large part of the growth within Tax & Accounting at Thomson Reuters so there's definitely a need to rebrand acquired companies.

However central marketing didn't understand how a website can be used to turn leads into sales.

"How can we as marketers help you generate more leads and close deals?" said no one ever in marketing.

Sadly one of the biggest levers in turning the campaign around was not taking traffic to the home page, but using targeted landing pages. As of today, November 7th 2012, the ads I wrote almost 5 years ago have remained unchanged and someone in "central marketing" decided it was a good idea to send all traffic back to the home page so the campaign went back to losing money rather than generating leads.

It took me about 1 year to figure out how to make Adwords really work and music of the success had to do with what people saw once they clicked, not necessarily Adwords "best practices."

Often times a B2B website is nothing more than a boring brochure. Sterile corporate literature is relevant to prospects after sales reps have labored away hours at a time prospecting and presenting. Typically websites are not effective at capturing initial interest - and NOT getting as much lead flow from people *already* interested is like letting cash slip through your fingers.

More and more, your customers are using the web as a tool to research purchase decisions and research shows that buyers have done 60% of the research before talking to a rep.

Your website needs to communicate your unique selling proposition and make your prospects aware of problems that ONLY your company can solve.

If you want to get more return from your campaigns and overall marketings I can offer you unique insights and practical strategies that come from millions of dollars sold and hundreds of thousands of ad spend I've managed for clients.

Visit www.EricLouisConsulting.com for more info or to request a discovery call.

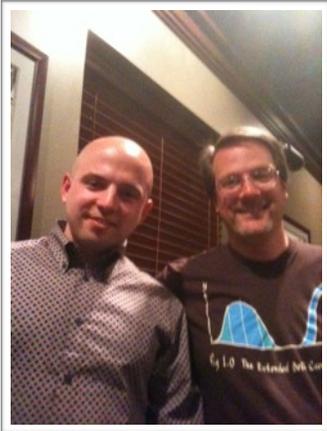
Thank You for Reading.

*ERIC
LOUIS*

Eric Louis



What People Are Saying



Perry Marshall discussing “Mastery of the Game” in his Renaissance Newsletter. Perry’s books are found in book stores everywhere, most recent is his “Ultimate Guide to Facebook Advertising” published by Entrepreneur.com

“There are Dabblers, Obsessives, Hackers, and Finally Masters...

Prime example of a master in the making: Last April to celebrate my birthday I invited all mastermind members to dine w/ me at the system Seminar in Chicago...Eric Dick was not even attending the seminar but flew to Chicago for just a few hours...Average people would never travel that far for a casual 2 hour dinner...”

Perry Marshall is the world most recognized expert on Google Adwords.



“Eric, It was quite comical...before Vegas I had a small flow of leads and since I quit my job I was looking to turn up my marketing...After Vegas I reviewed what I learned and the next day I started a campaign. That same day I got 36 leads between 8 and 10:30 am”
Jennifer Mola Los Angeles California



“Eric is a long-time student of Google AdWords who is highly familiar with account creation and optimization strategies. He has a strong ability to consider a client’s business objectives and build campaigns to suit. I strongly recommend his services.”

Will Swayne CEO of www.Marketing-Results.com.au Australia’s #1 Internet Lead Generation Consultant