



Increase Conversion

SearchKings & Mister Transmission Ltd.

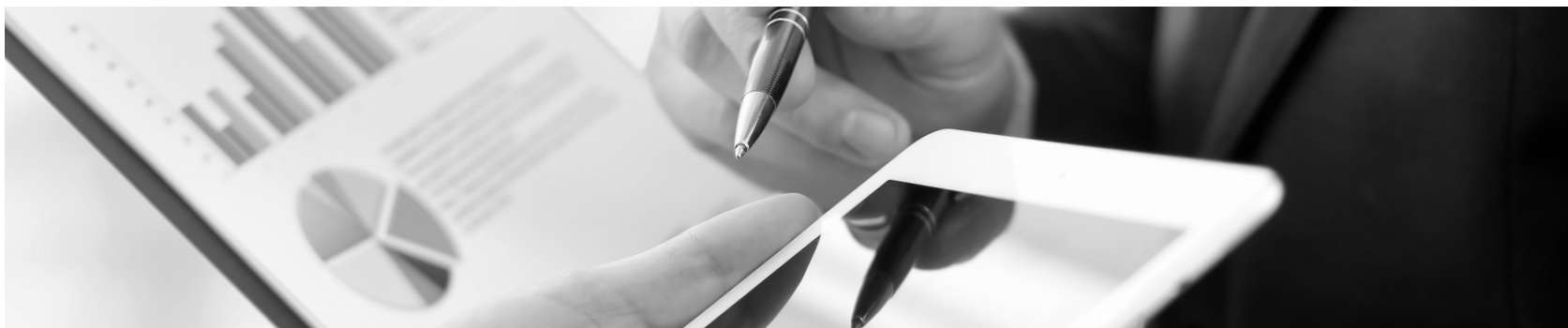
Products:



SearchKings takes Mister Transmission Ltd. to the next level through Analytics and AdWords

GOALS:

- Generate high quality leads from customers looking for service
- Attract customers from their local area
- Profit from Google Marketing



ISSUE:

- Mister Transmission used Google Marketing in the past, but did not see the results they wanted
- Realized potential customers were searching online for their services, and needed higher search visibility
- Wanted to be able to quantify Google Advertising leads and accurately measure the success of the program

RESULTS & METRICS:

\$15-\$27

Cost per lead
each month.

30-40

Monthly leads
generated.

\$750

Monthly budget.

75% Leads generated
came from
mobile devices.

26.15% Mobile leads
conversion
rate (industry
average 8%).

Customer
noticeably
busier since the
campaign began.



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Products:



FACT:

Mobile search has surpassed traditional desktop/laptop traffic for Auto Repair related inquiries

GAME PLAN:

Lead Tracking

- Set up phone call tracking + email lead tracking and linked both directly to Google Analytics and Google AdWords.
- Provided customer with access to all Analytics dashboards so that they could accurately measure their ROI.

Mobile Opportunity

- Designed a responsive mobilefriendly microsite with convenient touch screen navigation, and hot buttons for quick contact.
- Optimized Mobile bid adjustments to ensure that Mister Transmission Red Deer would always be found when users are searching from mobile devices.

Banner Ad Creative

- Designed a custom set of Display banners with local franchise information.
- Deliver banners ads specifically to customers who are deciding between service providers.



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