

# Case Study of Our Marketing Plan (Search Engine Optimization and Online Paid Advertising)

for



September 3, 2023

# 1 Summary

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Golden Reef Construction is a finishing carpentry company based in Richmond, BC. They have limited knowledge on how to market their carpentry services over the internet. Their website is/was suboptimal from an SEO perspective.

Over the course of 8 weeks, we applied our class learning and our team developed a complete online marketing strategy for Golden Reef Construction.

The company still needs to implement the plan – **but as a demonstration of a quick win, we tested and ran some of the ads and achieved a peak 2.81% click through rate** – even though they were at an incomplete draft stage and suboptimal. **Within a month's time, the company received two warm leads, a cost per lead of \$12.** The testing gives the company confidence to proceed with the plan.

# 2 Outputs

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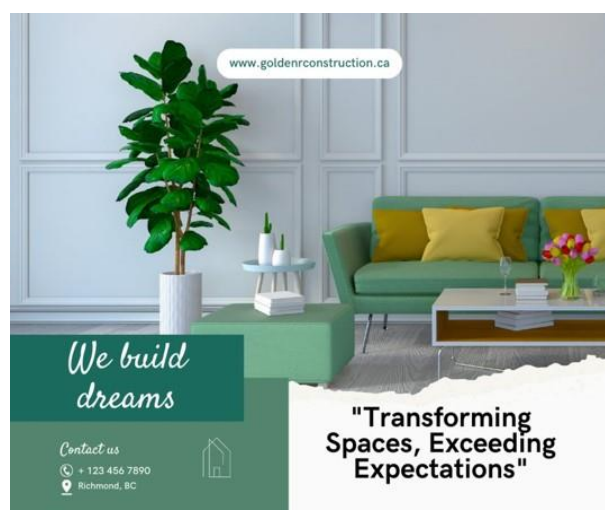
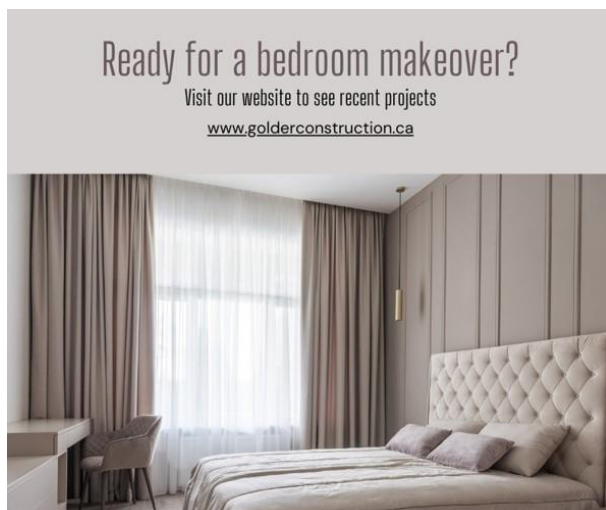
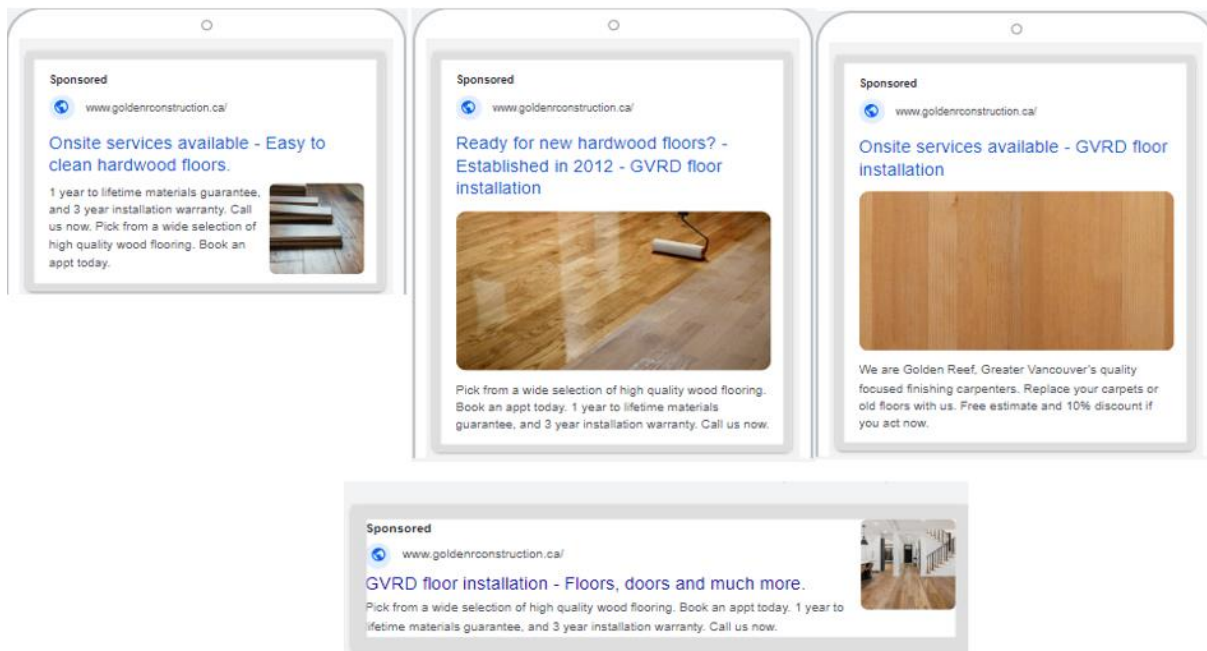
The plan consisted of:

- Strategic SEO Plan, determining what people search for and how the company can capture those searches
  - Technical SEO Audit
  - Keyword research: a prioritized and categorized list of more than 150 keywords
  - Site redesign suggestions
  - Backlinks strategy
  - Content Pillars / Content Planning
  - Rewritten meta descriptions

- Strategic Paid Advertising Plan for Google Ads, and Meta Ads
  - Campaign Objectives and Ad Groups
  - KPIs and Projections (from test data)
  - Budget Allocations (percentage-wise)
  - Audience Definition
  - Ad Mock ups
- Competitor Analyses

### 3 Samples

#### Ad Mock Ups



## Budget Allocations, KPIs and Projections

Goal	Platform	Channel	Subgroup	Percentage
Leads	Google	Search	Flooring, floor installation	50%
			Finish Carpentry	30%
			Door installation	10%
			Competitor Branding and Misc	1%
	Meta	Meta Ads	Instant Forms	5%
Awareness	Google	Display		2%
	Meta	Meta Ads	Advantage+ Placements	2%

### Baseline Model Based on New Data

<b>Impressions per day (2 campaigns)</b>	4500
<b>CTR</b>	0.025
<b>Lead Conversion Rate</b>	0.03
<b>Sales Conversion Rate</b>	0.1

<b># of Leads</b>	3.375
<b>Sales converted</b>	0.3375

<b>Average Sales Value</b>	1850
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<b>New Revenue</b>	227896.875	<b>ROAS</b>	4.5579375
<b>Profit (18% margins)</b>	41021.4375	<b>ROI</b>	0.82042875

### Old Model based on 2.0 ROAS, 20% margins

<b>New Revenue</b>	100000	<b>ROAS</b>	2
<b>Profit</b>	20000	<b>RoI</b>	40%

## Google Ad Copy Samples

<b>type</b>	<b>headline</b>	<b>descriptions</b>	<b>CTA 1</b>
conversion - doors	<p>Replace your BUSTED door today!</p> <p>Safeguard your home with reinforced security doors.</p> <p>Select the latest and most modern door styles - we install.</p> <p>FREE door installation estimate - repair/replace your door.</p> <p>10% off door installation - online only!</p> <p>Call us to fix your broken door frame.</p>	<p>Dont feel safe in your own home? Protect your home with our security doors. Call us.</p> <p>Open your home to a brand new, eye catching style with a new door. Call us today.</p> <p>The latest and best new door styles to match your home.</p>	<p><b>Call now!</b></p>
Engagement	<p>Floors, doors and much more. Make your dream home REAL.</p> <p>Remodel your home into your dream home.</p> <p>3 new interior design trends. Dont miss out!</p> <p>Discover flooring trends with our mobile showroom.</p>	<p>GVRDs quality focused home renovators. We use the best quality materials. Learn more.</p> <p>3 year labor warranty, up to LIFETIME warranties on materials and great service too!</p>	<p><b>Click to learn more.</b></p>
conversion - floors	<p>Ready for shiny, brand new hardwood floors?</p> <p>New hardwood floors. Easy to clean. Easy to maintain.</p> <p>We do the back breaking floor installation! 10% off, online!</p> <p>Call us for a free estimate of your new flooring project.</p>	<p>Pick from a wide selection of high quality wood flooring. Book an appt today.</p> <p>Replace your carpets or old floors with us. Free estimate and 10% discount if you act now. 1 year to LIFETIME materials guarantee, and 3 year installation warranty. Call us now.</p>	<p><b>Act now, book an appt.</b></p>