

ORGANIC SEARCH SUCCESS

Increasing Conversions through elevated Search Engine Marketing

In light of the COVID-19 pandemic, an intervention and prevention education provider needed Greenspring Media's help with generating leads and website traffic from court systems and high schools who were looking to switch to online learning solutions.

CHALLENGES

- Quick turnaround and short time frame. Client wanted to take advantage of changes hitting the industry due to the COVID-19 pandemic. Campaign was built and launched within a week and would run for only two months.
- High competition in market. Intervention and prevention education is a tough market to get into with a few top leaders. A sudden push of other providers and their online solutions compounded this issue.

SOLUTIONS

A Search Engine Marketing campaign was recommended. By using expanded text ads and a versatile selection of ad extensions, we positioned their search ads in the top spots for their audience. We also had to position the client as an expert and reliable source for online intervention and prevention education programs. For court systems, messaging focused on helping court administrators stay on top of their case loads and continue providing effective and proven interventions to offenders even while social distancing. For high schools, messaging focused on helping school administrators and teachers continue to provide quality and engaging educational material to students through online learning. We used ad extensions to maximize information and bid adjustments throughout the campaign to maximize performance. Before anything launched, we ensured that conversion tracking was successfully setup to track form submissions.

PERFORMANCE

Our Google Search campaign ran for 2 months.

TOTAL CLICKS

1,892

CLICK-THROUGH RATE

4.60%

Click-through Rate = 61% above Industry Average

CAMPAIGN CONVERSIONS

178

CONVERSION RATE

9.41%

Conversion Rate = 176% above Industry Average

PHONE CALLS FROM ADS

18

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For questions and more information, contact us at 612.371.5800 or sales@greenspring.com