

# Pay Per Click (Google Ads) Campaign Case Study on



[www.channersonnorfolk.com](http://www.channersonnorfolk.com)

## About the Company

Channers On Norfolk is a beautiful boutique accommodation property on Norfolk Island. It is set amongst 2 acres of lush tropical gardens and offers stunning sea views right in the heart of town. Their lush and sub-tropical gardens give each apartment a sense of privacy that helps guests enjoy their holidays in the Norfolk Island with a great comfort. At Channers On Norfolk, guests experience gorgeous, private and relaxing accommodation.

Their mission is - To ensure guests have a pleasant and relaxing stay at Norfolk Island.

## Solution Channers On Norfolk Was Seeking:

Channers On Norfolk, a beautiful boutique accommodation property on Norfolk Island, wanted to grow leads / bookings for their business. They were looking for digital marketing solutions to develop their brand awareness, increase website traffic, and increase leads / bookings for their business. They were finding it difficult to identify Digital Marketing channels as well as - How To Strategize PPC Campaigns, Whom To Target Audience, How To Target Keywords, and How To Increase Conversions / Revenue for their business.

## Results:

- ✓ Overall campaigns got **1,28,066** impressions with over **11,992** clicks with a high CTR (Clickthrough Rate) of **9.36%**.
- ✓ Generated **258+ leads** in 3 months (overachieved our targets by **82%**).
- ✓ CPA (Cost Per Acquisition) decreased by **89%**, increasing the quality of conversions.
- ✓ CPC (Cost Per Click) decreased by **79%**.

## Solution We Offered:

- After thorough research, we created **15+** buyer personas for the client and identified target keywords.
- We came up with winning ad copies and creatives to run Google Ads PPC campaigns.
- Developed an engaging landing page along with conversion-centric CTAs.
- Launched and successfully ran various parallel Ad campaigns across 6 cities in Australia.
- Ran 6 different ad copies as elements of three different ad groups in the campaign. Each ad copy was highly optimized to drive traffic to the Landing Page, resulting in increased conversions / bookings.
- Performed extensive testing of different ad groups to optimize audience filtering, ad budget, and creatives.
- Optimized the bidding strategy based on the campaign performance.
- Implemented our tested and tried Geotargeting, Demographic, and Seasonal Targeting Strategies to filter audience which contributed to the significant growth in the reach.