

LEVERAGING GOOGLE ADS TO INCREASE CUSTOMERS OF LUX IMAGE SALON



INTRODUCTION

Lux Image salon is located in Daly City Florida. When the owner of this company Winnie Wong came into our contact she was closing almost 5 - 7 clients each day and most of them were retentions. She was only getting 3-4 new clients per week. We analyzed the situation and did the competitor analysis to see what is it that other salons in the area are doing. By doing so we came to know that most of those salons were running Yelp ads, Google Local Services ads and Google Ads to gain customers from the internet. So, we planned to design a website for her along with the social media to have a strong online presence to show when someone jumps on our website or social media using the ads. Then we set up Yelp and Google Ads in order to get the required or dedicated number of customers.

Goals

Winnie wong's primary goals

- ✓ Develop a professional and user-friendly online presence.
- ✓ Stand on the top of the Google Search results along with the competitors to make sure to get more.
- ✓ Bring more people to her salon

The main thing our client required here is to get customers so we designed a landing page to make people impressed by the work she is doing and call her to book appointment.

Our Approach

Landing Page and Google Ads

We started with designing a perfect landing page to make sure to get the highest conversion possible when people jump to the website by clicking one of the ad on Google. Then we started setting up the Google Ads campaign which is obviously started with the competitor analysis. Moving on we found the best keywords to get the better results and also the CPC of the keywords we found were also in accordance to the client's budget.

LANDING PAGE SETUP & ESSENTIALS

We spent a little time to find out what kind of landing pages were used by the other salons running the ads on Google. As you know, landing page is the door to conversion for any type of Google Ads.

Every landing page should have essential things to make people convert by ads

CAMPAIGN EXECUTION

1. Budget and Keyword Analysis

The first challenge of every Google Ads campaign is to find the best keywords with an average CPC that matches the budget of the client.

We started with the competitor analysis to look what kind of keywords are there our competitors were running the ads on.

Once we got the keyword list we estimated the ROI on the basis of how many clicks we can get by spending a certain budget.

2. Landing Page

The second most important thing to maximize the conversion of the Google Ads is to have a well-structured and optimized landing page that should precisely describe the service you are providing, your unique selling points, your reviews or testimonials, your portfolio (if any) your contact information and last but not least a call to action like filling up the form or chat.

Not only we have to create the landing page but we have to set up the conversion tracking using Google Analytics and Google Tag manager.

RESULTS

Budget Allocation and Spend

Initially, the client budget for the Google Ads was to spend 200\$ a month and to get atleast 10-15 new customers a week. Currently, we are spending 1000\$ a month on his campaign.

3. Ad copies and setup

After setting up the landing page and digging the list of keywords we have to use in the campaign we moved to setting up the campaign on Google Ads.

Initially, we ran a campaign that was focused on website traffic. We chose the specific location of Daly City California to run the ads in. Also, we have started the campaign for only 7 days a week from 11AM to 9PM.

Coming up to the ad copies we just created the search ad copies with a title, description and an extension of the phone number.

TAKEAWAYS

After setting up the ad and running the campaign the second important thing is to optimize the campaign with the passage of time. You can't really expect the results from any Ad campaign in first go instead the campaign should be optimize again and again timely to make it perform better. In case of Salon we noticed that we are getting better results from the campaign on the weekends as there were more searched and a little lower CPC. So, we increased the budget of the campaign on the week ends.

View (2 filters) All campaigns Campaign Lux Image Salon Ad groups (1) Select an ad group

Enabled Status: All ads disapproved Type: Search Budget: PKR6,000.00/day Optimization score: — [More details](#)

Overview

Custom Apr 1 - 30, 2024



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