

BACKSTAGE
ENERGY MARKETING

GOOGLE ADS LEAD GENERATION CASE STUDY ENERGY INDUSTRY



CAMPAIGN OVERVIEW

ENERGY INDUSTRY

Goals

01

The primary objective of the client was to generate high-quality leads through a Google Ads Campaign

Duration

02

3 Month Results

About the Client

03

The client is a full-service oilfield electrical supplies provider, aims to generate high-quality leads for their products and services through a targeted Google Ads campaign.

CAMPAIGN STRATEGY

- **Market Research:** Understanding the competitive landscape helps build a cohesive and winning strategy with a Google Ad Campaign.
- **Keyword Research:** Understanding what keywords are being searched for is imperative for high-performing campaigns. Analyzing conversion keywords as well as niche long-tail keywords allows us to optimize the campaign and expand the budget.
- **Tracking:** Understanding which leads come from the ad campaign helps measure ROI and re-align marketing campaigns as needed.



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- **Remarketing:** Utilizing remarketing to re-engage with website visitors who have shown interest but have not converted into leads. Tailored ads are shown to this audience segment to encourage them to take the next step.
- **Ad Scheduling:** The campaign is scheduled to run during weekdays and specific hours when the target audience is most active and likely to engage.
- **Budget Management and Bidding Strategies:** A daily budget is set, and bidding strategies, such as target cost-per-acquisition (CPA) or target return on ad spend (ROAS), are implemented to ensure efficient use of the allocated budget.

INSIGHT PER CAMPAIGN

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Traffic Campaign:

- Total Ad Spend - \$547.63
- Total Impressions - 7,259
- Total Clicks - 487

Lead Campaign:

- Total Ad Spend - \$862.24
- Total Impressions - 9,359
- Total Conversions - 110
- Total Clicks - 1,147

Performance Max Campaign:

- Total Ad Spend - \$75.02
- Total Impressions - 7,354
- Total Conversion - 20
- Total Clicks - 450

GOOGLE ADS INSIGHT

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Impressions

23,972



Clicks

2,084



CTR

10.51%



Average CPC

\$2.57

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CONCLUSION

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By deploying a targeted and optimized Google Ad Campaign, client successfully achieved its objective of generating high-quality leads.

The campaign's strategic ad targeting, compelling ad copy, optimized landing pages, and ongoing optimization efforts contribute to the increased lead volume and improved conversion rate.



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READY TO WORK WITH OUR TEAM?

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