

## PPC

**Objective:** Our objective with Raynor's campaign was to increase quality, converting leads to their HVAC search campaign. Although Raynor provides other services, HVAC is their bread and butter and brings in their most profitable jobs. By getting ahead of the seasonal demands and applying the right strategies, we were able to see great results with this campaign.

**Strategy and Implementation:** In the spring, we ran an HVAC search campaign and recently turned on an electrical search campaign. Now that "shoulder season" is over and AC season is upon us, we want to implement the right keywords and tactics to help get those quality AC conversions. The bidding strategy for both campaigns is to maximize conversions. The bidding strategy automatically sets bids to help get the most conversions for each campaign while spending the daily budget. It also considers historical data and the cost per click from past months, in which Google's automated algorithm will recommend certain bids for specific keywords. Since we had recent data previously from these campaigns, this automated bidding strategy is the correct one to use at the moment.

Other high-level tactics we are applying are focused on the keyword level. For instance, we use more phrases and broad match modified keywords to capture more users and the audiences we want to go after. Phrase match keywords are more flexible than exact match keywords. They allow us to reach more customers while still showing our ads to customers who are most likely searching for the client's services. We look at the search terms end users are typing into Google weekly, allowing us to specify the keywords and optimize them for that end-user to make a qualified conversion. We also are pausing match types of keywords that have a poor click-through rate so we are not exhausting the daily budget. We aim to strategically bid on keywords that will result in the end goal of a quality conversion. Besides optimizing keywords that have a poor click-through rate, we are also looking at the specific landing pages we are sending the end-user to.

**Results:** As we focused most of the budget on the HVAC campaign, we produced over 500 conversions from March 2021 - May 31, 2021. Using Google's machine learning algorithm helped produce the most amount of conversions possible. Most of the time, advertisers are only worried about conversions, however, it is just as important to focus on the cost for how much you're paying for conversion as well. Through March - May 2021, the cost per conversion for the HVAC campaign alone was about \$62, which is well below the industry average of \$90 to \$120. While Google is setting the bids and optimizing for the most amount of conversions, it is still crucial to evaluate how much you are paying for each click and evaluate keywords each week. By utilizing certain match types for specific keywords, we can still reach the right target audience and convert at a higher rate while keeping the cost per conversion down. The conversion rate for the HVAC campaign alone again from March-May 2021 was 18%.

**Takeaways:** With HVAC campaigns, seasonality plays a factor. Especially during shoulder season where some people might not have their AC or heater on, we have to sometimes utilize different marketing tactics to get these people to convert. One major takeaway is always being proactive compared to reactive. Making sure that the correct specials are in place for the right season and optimizing keywords for each specific area of the business we are running. Taking advantage of Google's machine learning algorithm is a plus to optimize for the most conversions, but coming up with ad copy that makes the company more niche than the competition is just as important. Again, standing out, for example, "Emergency Service Available", as we use in the ad copy here gets the end-users attention right away as well as special offers that will help the end-user convert at a higher rate. It is all about understanding the right target audience for these campaigns, given the season, optimizing the correct keywords, and coming up with the niche ad copy that is critical for a successful HVAC campaign, as you see here.