

ADWORDS

- Google Adwords Certified Partner
- 20+ Clients
- Currently Manage \$30,000+ Monthly Ad Spend

Entrision

One of our current clients is a high end web development firm named entrision.com.

They were getting zero online leads per month and reached out to use for help.

Currently, they are spending a little more than \$2,000 per month on Adwords.

Over the last 4 months we have brought them \$72,000 worth of new closed business - a 600% ROI!

Entrision Example Landing Page Converting At 11%

<http://6ksamplelandingpage.instapage.com>

FACEBOOK ADVERTISING

Real Estate Industry Targeting Home-Buyers

Results of Campaign

- Total Ad Spend - \$676.60
- Click Through Rate - 2.709%
- Cost Per Click - \$0.42
- Number Of Leads - 152
- Cost Per Lead - \$4.45

Start Date ⓘ	End Date ⓘ	Campaign Name ⓘ	CTR (Click-Through) ⓘ	Amount Spent ⓘ	Website Clicks ⓘ	CPC (Cost Per Click) ⓘ	Leads (Conversion) ⓘ	Cost per Lead (Conversion) ⓘ
2015-05-01	2015-07-16	--	2.709% Per Impressions	\$676.60 Total Spent	1,285 Total	\$0.42 Per Click	152 Total	\$4.45 Per Action
2015-07-10	2015-07-16	Foreclosure →	2.161%	\$30.40	61	\$0.34	4	\$7.60
2015-07-03	2015-07-09	Foreclosure	3.183%	\$35.00	101	\$0.26	4	\$8.75
2015-06-26	2015-07-02	Foreclosure →	2.392%	\$45.86	86	\$0.38	5	\$9.17
2015-06-19	2015-06-25	Foreclosure →	2.374%	\$70.00	120	\$0.45	13	\$5.38
2015-06-12	2015-06-18	Foreclosure →	2.868%	\$69.95	145	\$0.36	17	\$4.11
2015-06-05	2015-06-11	Foreclosure →	3.142%	\$69.99	169	\$0.33	17	\$4.12
2015-05-29	2015-06-04	Foreclosure	2.430%	\$76.29	122	\$0.50	10	\$7.63

FACEBOOK ADVERTISING

Real Estate Industry Targeting Home-Buyers

Results of Campaign

- Total Ad Spend - \$3,233.47
- Click Through Rate - 2.581%
- Cost Per Click - \$0.44
- Number Of Leads - 654
- Cost Per Lead - \$4.94

Facebook Ads Reporting

Create Ad

CURRENT REPORT

General Metrics (edited)

Save Report

Schedule

Share

Export

Reports Help

REPORT SETTINGS

Level: Account

Customize Columns

Breakdown: None

Add Filters

Date Range: Custom

7/1/2014

to

7/16/2015


Start Date	End Date	Account	CTR (Click-Through Ra	Amount Spent	CPC (Cost Per Click)	Leads (Conversion Pix	Cost per Lead (Convers
2014-07-01	2015-07-16	--	2.581% Per Impressions	\$3,233.47 Total Spent	\$0.44 Per Click	654 Total	\$4.94 Per Action
2014-07-01	2015-07-16	Sum Page	2.581%	\$3,233.47	\$0.44	654	\$4.94

FACEBOOK ADVERTISING

Financial Industry Targeting Retiring Prospects

Results of Campaign

- Total Ad Spend - \$3,590.89
- Click Through Rate - 3.575%
- Cost Per Click - \$0.24
- Number Of Leads - 141
- Cost Per Lead - \$25.47

	Start Date ⓘ	End Date ⓘ	Campaign Name ⓘ	CTR (Click-Through) ⓘ	Amount Spent ⓘ	CPC (Cost Per Click) ⓘ	Leads (Conversion Pixel) ⓘ	Cost per Lead (Conversion Pixel) ⓘ
--	2014-04-01	2015-08-01	--	3.575% Per Impressions	\$3,590.89 Total Spent	\$0.24 Per Click	141 Total	\$25.47 Per Action
<input type="checkbox"/>	2014-04-01	2015-08-01		3.575%	\$3,590.89	\$0.24	141	\$25.47

Quality of client and acquisition is key in running a campaign in the financial industry. Most optimized campaigns hover around \$50 per lead.

SEARCH ENGINE OPTIMIZATION

Stahla Services is a portable restroom company in Lincoln, Nebraska.

They were getting 80 visitors to their website per month, resulting in approximately 8 leads per month before reaching out to us for help.

We began SEO on their site as well as redesigning their homepage to optimize for lead conversion.

We added an opt-in box where prospects could request a pricing sheet in exchange for their email and phone number.

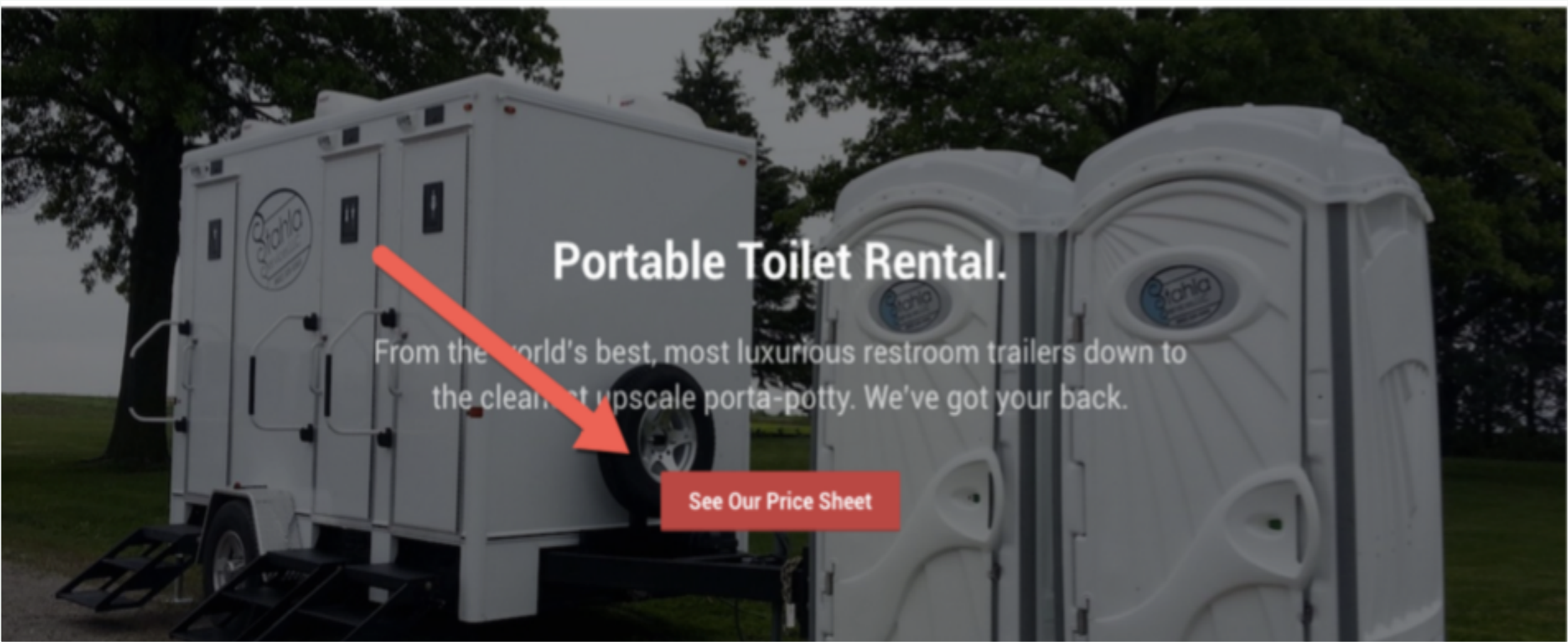
We added traffic by ranking their website across new keywords as well as moving them into Omaha search parameters.

The charts posted here show that Stahla Services monthly leads increased by over 1,200%

<http://stahlaservices.com>

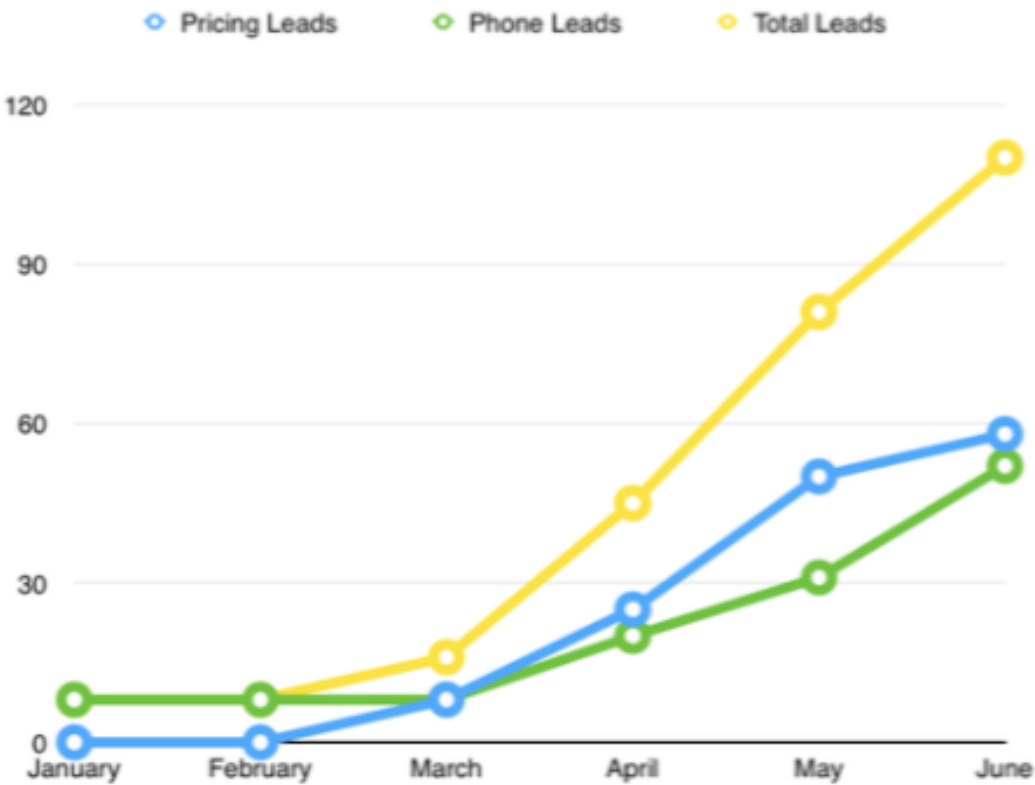
SEARCH ENGINE OPTIMIZATION

Stahla Services is a portable restroom company in Lincoln, Nebraska.



StahlaServices.com

	Pricing Leads	Phone Leads	Total Leads
January	0	8	8
February	0	8	8
March	8	8	16
April	25	20	45
May	50	31	81
June	58	52	110



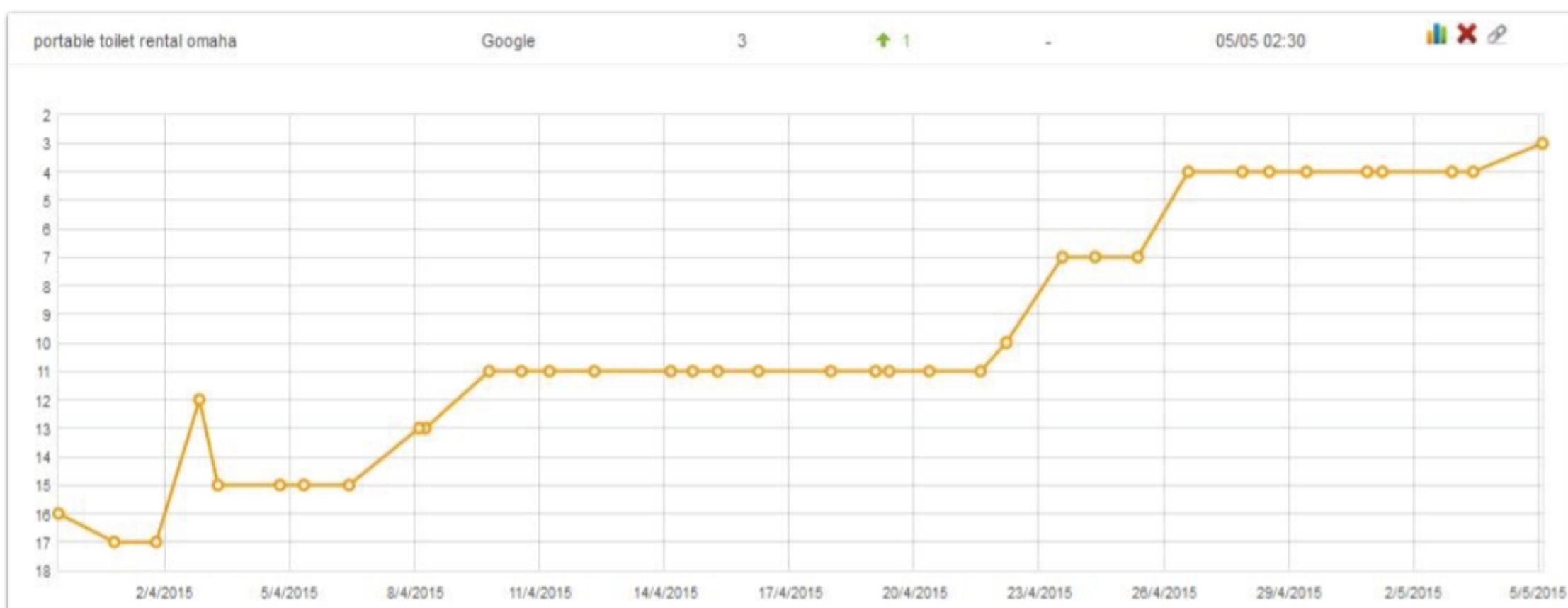
SEARCH ENGINE OPTIMIZATION

Stahla Services is a portable restroom company in Lincoln, Nebraska.

The chart below shows how one keyword for Stahla Services started at a rank of #16 (Page 2 on Google) on April 2nd.

By May 5th, we had that same keyword at a rank of #3 (Page 1 on Google).

We were able to put Stahla Services on the front page of Google in just 31 days.

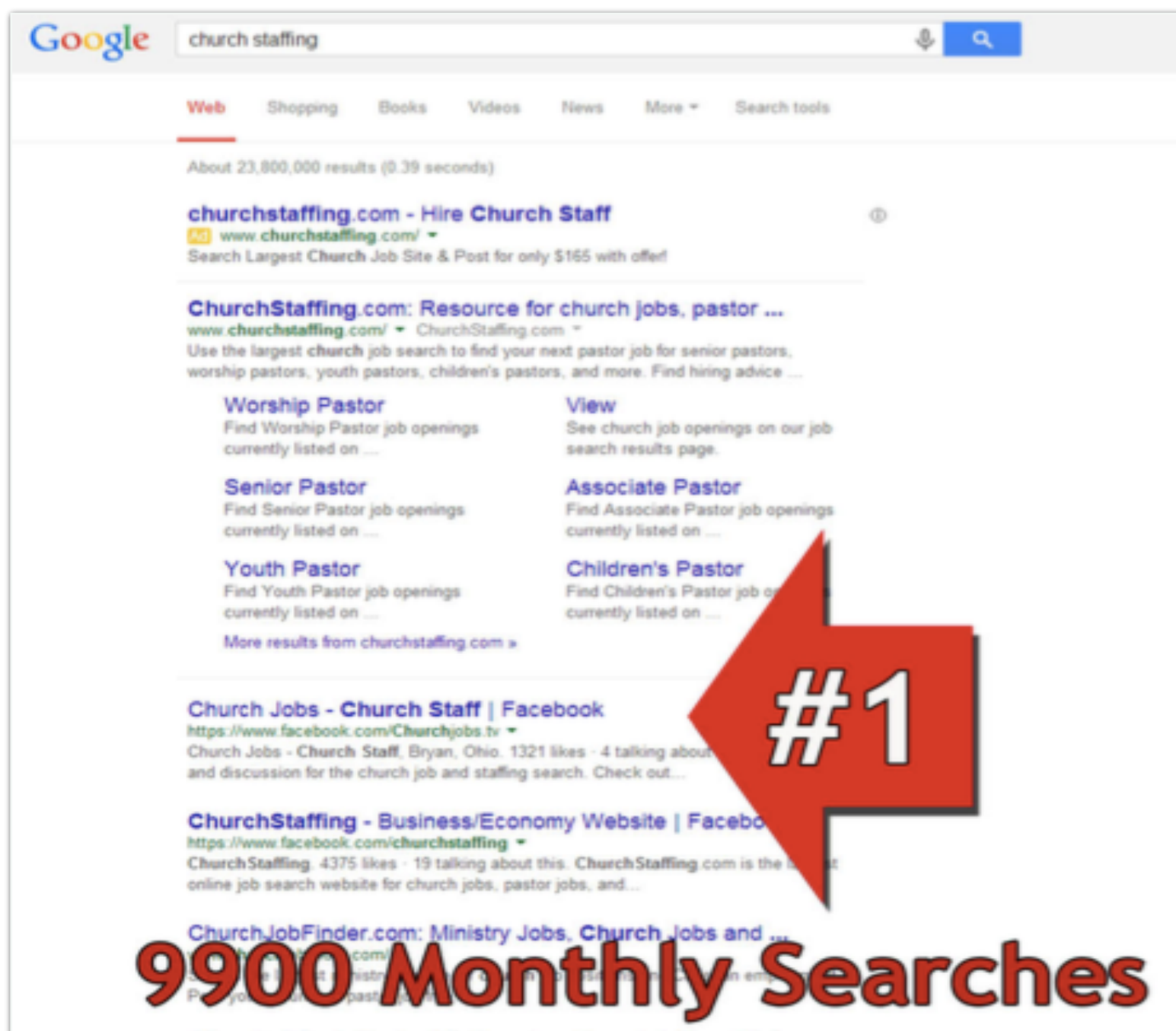


SEARCH ENGINE OPTIMIZATION

Church Staffing Agency Targeting Potential Employers

Results of Campaign

- Ranked on Page 1 of Google for the most competitive keyword.
- This keyword had 9900 monthly searches, making it critical to be ranked on Page 1.



SEARCH ENGINE OPTIMIZATION

Laser Hair Removal Company Targeting Central Ohio

Results of Campaign

- Ranked #1 in Google Places.
- Ranked #1 in Websites for hair removal.

