

# GOOGLE POWER SOLUTION EMAIL MARKETING ORGANIC / LOCAL SEO CASE STUDY

Commercial Construction



## Strategy Overview

### Campaign Focus

B2B focused campaign to generate interest in GC , design & build , permit expediting and project management for commercial construction & developers.

### Campaign Length

6 Months

### Products Utilized

Google Power Solution  
Email Marketing (B2B Records)  
Organic & Local SEO

<b>Impressions</b>	<b>Clicks</b>
<b>97,968</b>	<b>3,262</b>
<b>CTR</b>	<b>Calls/Forms</b>
<b>4-5%</b>	<b>74</b>

## Objectives

We were tasked with generating consultation requests for a commercial focused partner operating in the construction industry group in 3 states. Primary targeting for general contracting, project management, permit expediting, franchise build outs and commercial developers & architects.

## Solutions

We recommended a B2B focused campaign utilizing GOOGLE pay per click, organic + email marketing.

This campaign received 74 calls & website form submits via Google utilizing keywords specific to their services.

A B2B targeted email campaign was deployed to 50,000 users each month resulting in a 14% open rate with approximately 2,000 users clicking through to the website with each send.