



Consultus Digital
WE GROW OUR BUSINESS BY GROWING YOURS

Client Success Stories

Google Advertising



Google Ads



CLIENT: Bow City Storage

BACKGROUND

Bow City Storage is a locally owned self-storage facility located in Calgary, Alberta. They offer state-of-the-art self-storage units to both residential and business communities in the surrounding area. Despite their excellent facilities and service, Bow City Storage faced challenges in maximizing their online advertising efforts.

PROGRAM GOALS

Bow City Storage approached Consultus Digital with the goal of enhancing the performance of their Google Search Ads campaigns. Their specific objectives were to:

- Significantly improve Return on Ad Spend.
- Increase the click-through rate of their ads.
- Break previous monthly sales records through effective online advertising.

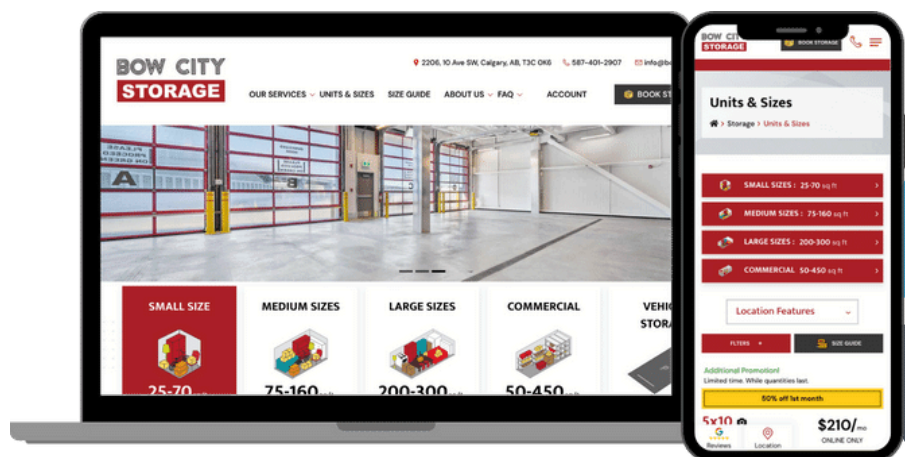
- ▶ **KEYWORD RESEARCH AND TARGETING:** We performed comprehensive keyword research to identify high-performing and relevant keywords. By focusing on long-tail keywords and localized search terms, we ensured that the ads reached the right audience at the right time.
- ▶ **AD COPY AND CREATIVE OPTIMIZATION:** We crafted compelling ad copy that highlighted the unique selling points of Bow City Storage, such as their state-of-the-art facilities and local ownership. A/B testing was utilized to continually refine the ad copy and improve performance.
- ▶ **BID MANAGEMENT AND BUDGET ALLOCATION:** We implemented a dynamic bid management strategy to maximize ROI. This involved adjusting bids based on keyword performance, time of day, and competitive landscape. We also optimized budget allocation to ensure the highest performing campaigns received adequate investment.
- ▶ **PERFORMANCE TRACKING & ANALYTICS:** We set up advanced conversion tracking to accurately measure the performance of the ads. This included tracking form submissions, phone calls, and other key conversion actions. Regular analytics reviews allowed for continuous improvement of the campaigns.

RESULTS

↑ **2,900%** Increase in ROAS

↑ **33%** Increase in CTR

× **24** ROAS



Siea Newton
General Manager

“The Consultus Digital Team always available and also thinks outside of the box, which is very refreshing to see in the industry. Managing Google Ads is an on-going process and having a professional team on our side is very valuable. Consultus takes the time to better understand the business and the industry before making recommendations”

CLIENT: Spieth America

BACKGROUND

Spieth America is a leading manufacturer of gymnastics equipment, dedicated to helping gymnasts of all ages excel by producing the safest and most innovative equipment in the world. Their products enable athletes to train harder, stay safer, and recover faster. Traditionally reliant on distributors for sales, Spieth America recognized the need to strengthen their online presence and market directly to consumers.

PROGRAM GOALS

Spieth America approached Consultus Digital with the objective of modernizing their sales approach through eCommerce. The specific goals were to:

- Drive qualified traffic to their newly established Shopify eCommerce website.
- Generate leads and increase direct sales through online marketing.
- Enhance brand visibility and capture market share from competitors.

- ▶ **LANDING PAGE DEVELOPMENT:** We developed high-converting landing pages tailored to Spieth America's target audience. These pages were designed to highlight the unique benefits of their products, feature compelling calls-to-action, and facilitate a seamless user experience.
- ▶ **GOOGLE SEARCH & SHOPPING CAMPAIGNS:** We launched targeted Google Search and Shopping campaigns to attract qualified traffic. This involved detailed keyword research, precise audience targeting, and dynamic ad creation to showcase Spieth America's product range effectively.
- ▶ **REMARKETING BANNER ADS:** To capture and convert previous visitors, we implemented remarketing banner ads. These ads were strategically designed to re-engage potential customers and encourage them to complete their purchases.
- ▶ **PERFORMANCE TRACKING:** Advanced tracking tools were set up to monitor campaign performance, including Google Analytics and conversion tracking. This enabled us to measure the effectiveness of each campaign and make data-driven optimizations.

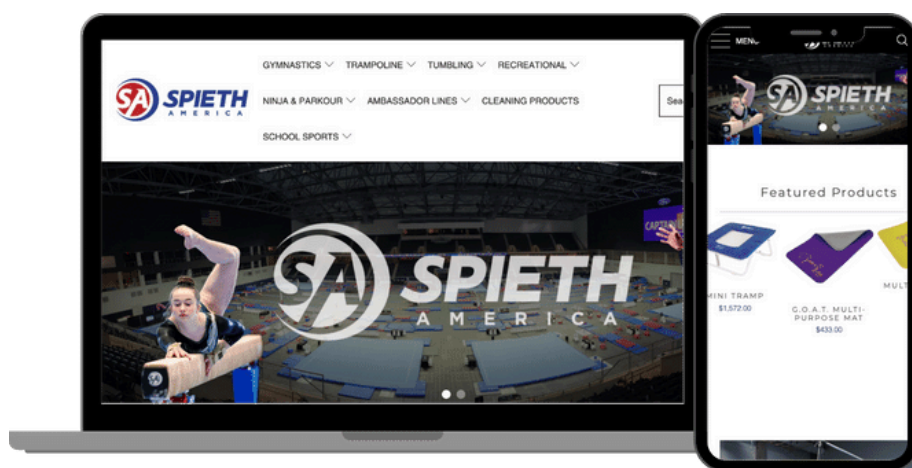
RESULTS

↑ **757%** Increase in ROAS

↑ **100%** Increase in Conversions

↑ **100%** Increase in Phone Leads

↓ **69%** Decrease in Cost-Per-Click



Victoria Buott
Director of Marketing

“Working with Consultus digital over the last year has allowed us to scale our online business significantly. We've learned so much in the short time working with them about our business that we've not only been able to apply to our digital marketing efforts but other aspects of our business. We continue to be impressed with their new innovative way of thinking in the search space, which included one of the best digital reporting dashboards I've seen in 17 years of digital marketing.”

CLIENT: Ontario Business Central

BACKGROUND

Ontario Business Central Inc. (OBC) is a Canadian eCommerce leader specializing in business registration and incorporation services. With over 25 years of experience, OBC has been a trusted partner for entrepreneurs and businesses across Canada. OBC faced challenges in growing their eCommerce revenue and sought a cost-effective solution to boost sales.

PROGRAM GOALS

Ontario Business Central engaged Consultus Digital with the goal of revitalizing their eCommerce sales revenue. The specific objectives were to:

- Increase eCommerce revenue in a cost-effective manner.
- Improve Return on Ad Spend (ROAS).
- Drive more users to the website and increase the number of transactions.

- ▶ **GOOGLE ADS LAUNCH:** We launched targeted advertising campaigns on Google. These campaigns were designed to reach potential customers actively seeking business registration and incorporation services, leveraging search intent and demographic targeting to maximize reach and relevance.
- ▶ **STRATEGIC AD LEVEL TARGETING & SPEND:** We employed precise ad targeting strategies, focusing on high-intent keywords and audience segments. Budget allocation was optimized to ensure maximum impact, prioritizing the most effective campaigns and ad groups.
- ▶ **SMART CREATIVE ASSETS:** Creative ad assets were developed to capture attention and drive engagement. These included compelling visuals and persuasive copy tailored to the needs and pain points of the target audience, highlighting the benefits and ease of using OBC's services.
- ▶ **PERFORMANCE TRACKING:** Advanced performance tracking systems were implemented to monitor key metrics and campaign effectiveness. This allowed for real-time adjustments and optimizations to improve outcomes continuously.

RESULTS

↑ **41%** Increase in Revenue YoY

↑ **16%** Increase in ROAS YoY

↑ **62%** Increase in Transactions

↑ **58%** Increase in Users YoY



Laura Harvey
Owner

“I began using Consultus in January of 2022 after being with a competitor for many years. The team at Consultus has helped us to increase revenues over the last number of months and has brought new engaging ideas to increase our exposure within our market. They are a great team who do amazing SEO, Google ads and CRO. Highly recommend.”



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Ready to Elevate Your Google Ads Strategy?

Consultus Digital offers comprehensive digital marketing solutions including SEO, paid social media campaigns, search ads management, custom website development, and more. Our goal is to help businesses achieve digital excellence and drive measurable results.

Let's Get Started

Contact us today to discover how we can help you achieve your digital marketing goals and drive your business forward.

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