

LUC FLYNN

Case Study



Marcus Sanford · 1st

Owner, Dad Jokes For Dad Bods

October 29, 2022, Marcus managed Luc directly

Luc is one of the best digital strategists I have ever had the opportunity to work with. I was grateful he joined our team at RNL to manage some of our most important campus partners. His experience and skill was evident in how quickly he jumped in to optimize campaigns and deliver excellent results for our clients.

Pay Per Click Campaign Advice and Optimization

★★★★★ 5.00 Jan 30, 2023 - Jan 31, 2023



"Luc did an excellent job in explaining what was wrong and what was correct with my Ad campaign and helped with any correction that needed to be fixed. He is very knowledgeable, and you can tell he has the experience to be able to set up anyone on a path to success with a Google Ads account. I will be reaching out again if I ever need help, Luc will be my guy with all things Pay Per Click."

PROJECT NAME:	The Small Batch Spring Manufacturer
PROJECT DURATION:	12 Months
Summary	A small-batch custom manufacturer came to us in need of an improved lead generation funnel. Their current google ads campaign, run by a 3rd party, drove poorly targeted traffic to an inadequately designed website, resulting in no conversions.

What Went Well

- Improved Conversion Rate by **over 700%**
- Reduced CPC by **172%**
- Increased **ROI** on ad spend by **3,000%**

What Were The Challenges?

- There was a lot of technical debt to comb through from the previous agency. We didn't receive a debrief and piecing together the puzzle from the data of what mistakes they made took months.
- Time was another challenge; the client was frustrated and wanted results quickly.
- They have a very unique product in an extremely niche market. This puts them in a low-volume but high-revenue market. They don't have a lot of customers but their average order value is well into the five and six figures. So 'quick results' aren't typically associated with this company.

Problems to Solve

- We inherited a cost per click averaging over **\$4**. Well above the industry standard of \$2.56, the first order of business was to reduce their cost while keeping traffic the same.
- The campaign ran for over a year when we inherited the account with zero conversions. Therefore getting any would be a step in the right direction.
- There was no dedicated landing page. All ad traffic was being driven to a homepage that was designed in 2004. (Jokes, but it was really bad.)

Solution

- **Negative Keywords:** The client creates and manufactures industrial versions of everyday goods. For example, a chair, desks, storage lockers, etc. Regular consumers were clicking the ads and sending in purchase orders. Therefore we needed to have a robust negative keyword list to keep out ordinary people and signal to a qualified audience. Doing that reduced **CPC by 100-200%**.
- **A/B Test Value Proposition:** This client has three unique and excellent value propositions. But their audience most likely will respond best to one or a combination. In order to figure this out we used A/B testing on dozens of ads to measure which Value Prop was best to lead with.
- **Dedicated Landing Pages:** We had to stop sending traffic to that website. So we designed a landing page using techniques we teach in our course to start getting the client results.

Results

- The CPC dropped to \$1.69 from over \$4, **an improvement of over 172%. This put us above the industry average of \$2.56 by ~34%.**

- **Increase in Leads:** In the first month (at the time of this writing), we achieved nine leads. With one purchase from these nine leads, the ROI on ad spend will be **30x or 3,000%**.