

BrickRed (www.brickred.com) (PPC)

The Client:

BrickRed Technology is a Offshore Software Development Outsourcing Service Provider Company. Headquarter in UK and development center in India. Client services include:

- Offshore Software Development
- IT Services
- Software Testing

Objective:

Generating maximum number of potential leads within limited advertising budget. Being a service provider the requirement of campaign is Quality of visitors rather than quantity of visitors.

Challenge:

- Regular Quality leads
- Region Specific leads
- High Competitive Market
- Limited Advertising Budget
- Minimizing cost per click
- Reducing Cost per acquisition
- Getting top placement

Being a new initiative, client had a tight budget and effective use of it was major requirement. Continuous increase in client base is a part of BrickRed business development strategy that could be achieve only after getting qualified leads. Keeping these challenges in concern we model CPC campaign for BrickRed Technology.

Strategy:

We designed CPC campaign with the goal "Maximum Qualified Leads with Minimum Budget". Our strategy includes:

- **Keyword Analysis:** Finding potential keywords is key job for best ROI CPC Campaign. This phase of CPC campaign is given most importance by us because it can minimize the cost of campaign and cost and number of Acquisition.
- **Optimized Ads Creation:** To increase CTR spot on advertisement is essential. Writing an ads matter a lot in CPC in terms of highly quality traffic as well as getting maximum number of visitors. In Google, you can beat high bidding competitors with optimized ads creation in low bid.
- **Campaign Implementation:** After research work we implemented CPC campaign and monitored the progress continuously, we had to make some slight changes as the campaign moved on. It is always best to monitor the performance of CPC campaign otherwise you can waste lots of money in a moment.
- **Review of Campaign:** We continuously reviewed the CPC campaign to ensure the best ROI and made changes required as per the phase and competition.

The major cause behind success of strategy was the optimized implementation of every phase.

CTR : 4%

Average Position : 5.7

Cost Per Lead : \$ 35



<http://www.maximumhit.com>
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ppc case study

Results:

	Month 1	Month 2	Month 3
Number of Website Visitors	4050	5000	6100
Average Position	7.8	6.7	5.7
Average Cost per Click	\$0.80	\$0.60	\$0.40
Cost per Acquisition	\$50.8	\$41	\$35

Testimonial:

These people utilizing every single penny for generating targeted traffic. We are very pleased with our CPC campaign run by Maximum Hit. Great Job Guys!

Reference: Mr. Raj Singhal (COO) BrickRed Technology
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