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Published by Warne Marketing + Communications

Interactive — No.3

Online advertising increases web traffic and sales leads

CLIENT: Virtek Vision International Inc.

PRODUCT/SERVICE: Precision laser marking and engraving systems

SITUATION:

Virtek Vision International Inc. was a leading provider of precision laser-based templating, inspection, marking and engraving products. Virtek served customers in the prefabricated construction, transportation, metalworking, glass, tool and die, and mold-making industries.

Virtek had recently purchased a German marking and engraving company, FOBA, and needed to communicate its newly expanded capabilities to the North American marketplace.

OBJECTIVE:

Work in conjunction with a Search Engine Optimization program (see Warne's Solutions Interactive - No.2) to increase overall traffic to Virtek's website and generate sales leads.

STRATEGY:

Conduct a Pay Per Click (PPC) campaign on Google, Yahoo and smaller engines based on keywords that relate to laser marking and engraving and the various applications and uses. Working beyond simple products, the keywords would be client focused and expanded to maximize their effectiveness in the search engines.

TACTICS:

In the initial set-up of the PPC campaigns, daily budgets were put in place on each search engine for a wide range of keywords. Over time, these keywords were monitored for results and non-performing words and ads were eliminated or revised to optimize the expenditure. Click-through rates, overall impressions and ultimately conversion rates have been tracked and reported on. The average monthly cost of the campaign was \$750.

RESULTS:

Monthly reports from all three search engines showed exactly which keywords and ads were performing best. The average click through rates were:

Google – 1.8% (based on 1,062,046 views) and **Yahoo – 1.2%** (based on 2,416,383 views).

On average, there were **5,500 additional visits** to the website per month directly attributable to these ads. Conversion tracking measured anyone signing up for an e-newsletter or requesting additional product information. These qualified leads cost an average of \$46 each.

