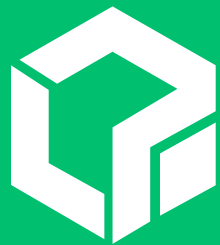


# TOP FLIGHT TACOS

A Case Study In Search Innovation



**LOGICAL**  
P O S I T I O N



## TOP FLIGHT TACOS

After gaining over ten years of experience working in taco bars, Kevin Jennings opened Top Flight Tacos in 2009 in Los Angeles, California. His mouth-watering recipes are a result of generations of family dinners spanning almost a century. In LA's competitive catering market, they are what set him, and his tacos, apart.

## GOALS

Kevin's marketing has always been exclusively routed through digital channels but he had not been seeing results like his competitors'. He knew SEM was the best avenue for promoting his on-site catering business but was only producing two or three leads or reservations each week. His campaigns weren't generating the phone calls, or reservation form fills he needed to stay afloat.

Frustrated, Kevin left another digital marketing agency and came to Logical Position in hopes of rekindling his SEM campaigns and increasing his weekly amount of leads.

## RESULTS

Top Flight Tacos has never been busier: in the past ninety days Kevin has been averaging around two-hundred leads and fifty reservations made each month yielding a return of six-hundred-sixty-four percent on his investment. His business has grown significantly since partnering with Logical Position, resulting in the addition of six new employees.

His campaigns also brought him into corporate catering opportunities after serving a Kaiser Permanente party with over one-hundred-fifty guests.

 **Cost per click ↓ 51%**



 **Cost per conversion ↓ 65%**



 **Click-through-rate ↑ 11%**



# RESULTS - CONTINUED

**Return on ad spend ↑ 760%**

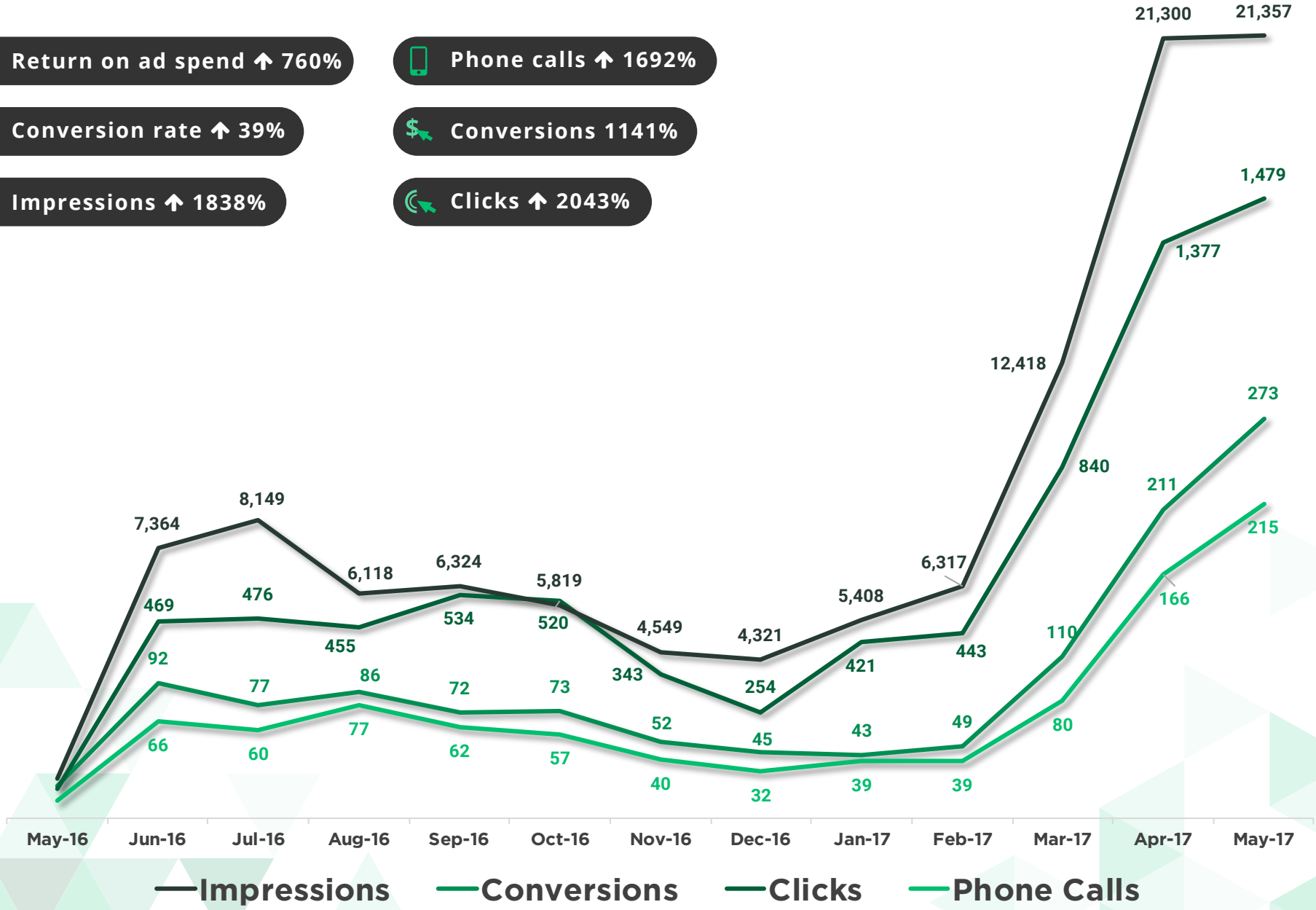
**Phone calls ↑ 1692%**

**Conversion rate ↑ 39%**

**Conversions 1141%**

**Impressions ↑ 1838%**

**Clicks ↑ 2043%**



## APPROACH

Kevin's account was rebuilt after he signed on with LP; starting campaigns in Google AdWords, Bing, and Yelp. We worked together on a strategy that utilized Location Targeting, Top Performer, GSP, RSLA, DSA and Display Campaigns as well as Marchex call analytics.

What sets LP apart from other SEM agencies is our seamless CRM integration of "Google Suggested Changes" which assists our account managers and paid search specialists in optimizing every account. Along with an expansion test campaign, we used this integration to implement auto bidding, conversion tracking, an addition of Google suggested keywords, and an increased budget.

We also removed low search volume keywords, added negative keywords to boost traffic, and split campaigns out by device type. After seeing the volume of mobile users, we implemented the messaging ad extension and started seeing the conversion rates increase.

## CONCLUSION

Logical Position is perpetually improving our optimization processes and adapts instantaneously when new technologies or tools are made available. One such example is our CRM integration of Google Suggested Changes. Innovations such as this are how we turn around accounts like Kevin's and why we are an industry leader in performance and client satisfaction.

**"Top Flight Tacos has never been busier...averaging around two-hundred leads and fifty reservations made each month."**

