



Where Business Clicks



# PPC Case Study

## Spacemakers

## About **SPACEMAKERS**

HOME & CLOSET ORGANIZATION

Spacemakers not only manufactures their own components but also the ORG brand of products which create efficiency and save space in your closet, pantry, garage, laundry, media room, and home office. Serving thousands of satisfied customers since 1987. Their designers will conduct an in-home design consultation with you and will assess your organizational needs. Through this insight and using a 3-D design program, they will create and professionally install a personalized solution that fits your space and style preferences.



## Spacemakers Realizes 24X ROI in 12 Months with AdVision Marketing and Paid Search

Spacemakers wanted to establish a presence online and in their community. They needed to draw local people in through online sources but didn't quite know how to do it. Spacemakers started out small; about three people running the home organization business. They didn't have a full time marketing position in-house so they began the search for a digital marketing company. Enter AdVision Marketing and Pay Per Click marketing. Spacemakers knew AdVision was the solution they had been looking for.



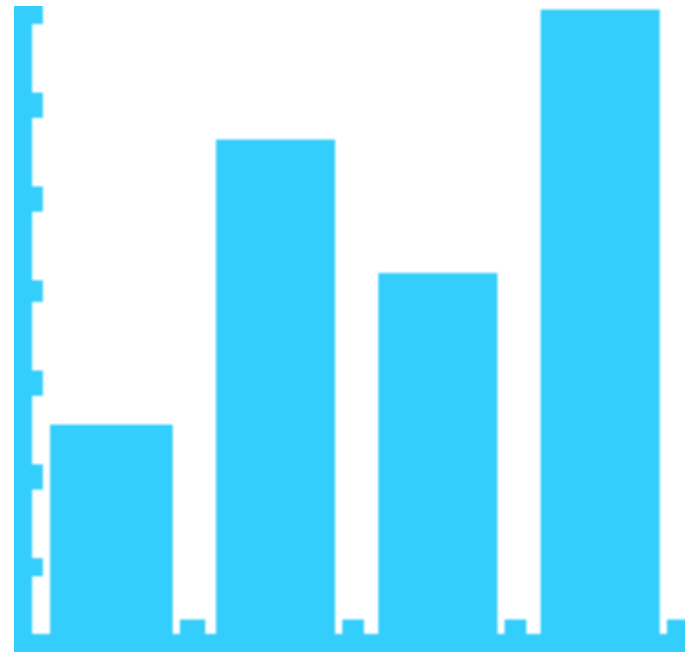
**24X**  
Return on Investment  
within 12 months



## Creating a New Space for Spacemakers

Spacemakers started out small and therefore needed to make every marketing dollar count. They wanted to grow into a well known entity in their city and build a customer base that would keep coming to them for business time and time again.

Spacemakers needed a digital marketing agency that understood their needs and that would help them through the growing pains. With the knowledge that they wanted to focus their marketing efforts locally and online, pay per click made the most sense to them.



## Discovering AdVision and PPC

After searching online for solutions to Spacemakers problem, they were introduced to AdVision Marketing. With AdVisions experience and knowledgeable staff, Spacemakers knew they could get them the business they needed. And so the relationship began.

The next steps were to:

- ✓ Identify industry relevant keywords
- ✓ Drive relevant traffic to the site
- ✓ Increase regional awareness
- ✓ **Increase online presence**



Spacemakers was already doing paid search, but they were not giving it the attention it needed. They put their trust in AdVision and the rest is history. Spacemakers grew from three to thirteen people in the following 12 months.



*“In a world of "over committing and under performing" (when it comes to digital marketing)... Advision has consistently out performed our expectations and their own goals. Advision is refreshingly professional and we partner with them on all of their services offered. We could not be more pleased.”*



**Matt Prewett**  
General Manger  
Spacemakers

Step 1:  
PPC Research



## Keyword Research:

Focus on the following keywords:

- Closets
- Closet Organizers
- Closet
- Garage Organization
- Wall Bed
- Pantry Cabinets
- + Spacemakers
- Many more!





# Campaign Build-Out

## Before AdVision:

1 Campaign focusing on:

- Closet
- Entertainment Center
- Home
- Laundry
- Pantry
- Brand
- Wall Beds

## Disadvantages:

- Lack of flexibility in budgeting and optimization
- All categories pulling from one budget
- Could cannibalize the performing category traffic



## Campaign Build-Out (continued)

After AdVision:

Multiple Campaigns for:

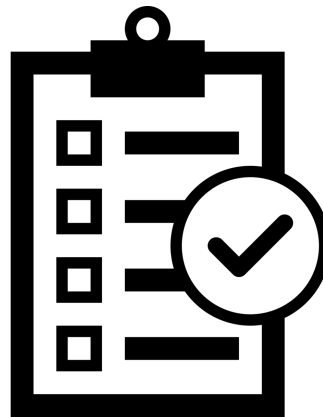
- Closet
- Entertainment Center
- Home
- Laundry
- Pantry
- Brand
- Wall Beds

Advantages:

- More flexibility in budgeting and optimization
- More granularity in ROI Reporting
- Allows for allocation of budget to campaigns that are performing well



Step 2:  
Ongoing Management



## Optimization and Refinement

AdVision took Spacemakers from a one campaign account structure to a multi-campaign account structure. This created more flexibility in our ability to monitor, manage and report on performance at a categorical level.

The end result:

- Clarity into what was working and what wasn't.
- Allocate Spacemakers budgets accordingly.
- Spacemakers was managing their PPC efforts manually. Whereas AdVision is in the account daily and applying 24/7 PPC management software and hand built algorithms to assist in managing PPC results.

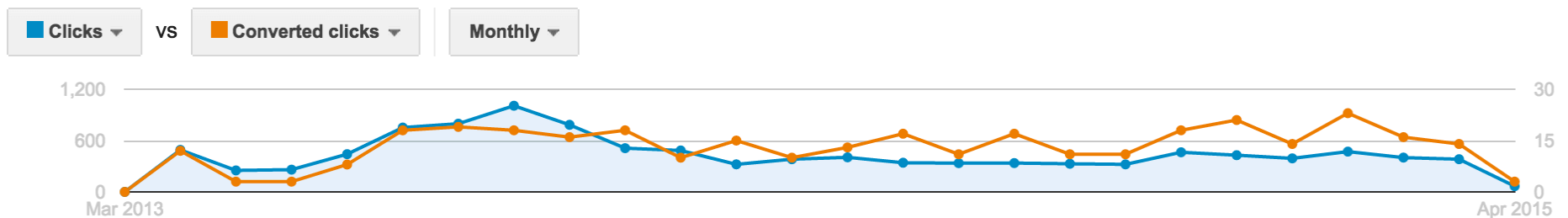


Step 3:  
Proven Results



## Since Working with AdVision:

- Average monthly Conversion Volume went up by +57.87%
- Average Conversion Rate had a change of +139%
- Average Cost per Conversion went down -32.14%
- Spacemakers grew from 3 employees to 13 employees
- ROI grew 24x in the first 12 months with AdVision



## Going Forward

Through PPC optimization and refinement, we have helped Spacemakers grow from 3 to 13 employees and increased ROI 24x in 12 months. They now have a secure space online and in their community. AdVision will continue to provide Spacemakers with insight into the complex work of paid search to ensure they stay ahead of the curve.





Where Business Clicks

## Discover What AdVision Can Do For Your Business!

Schedule a Free 30 Minute Consultation by  
Contacting Natalie at 303-284-3262 x302



**advision**

303.284.3262

**[www.AdVisionMarketing.com](http://www.AdVisionMarketing.com)**

[nstahl@advisionmarketing.com](mailto:nstahl@advisionmarketing.com)