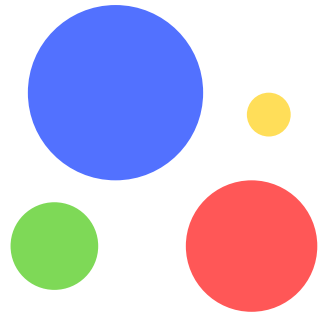



CASE STUDY


MEDIAMAGIC & KIRKPATRICK
MANAGEMENT COMPANY



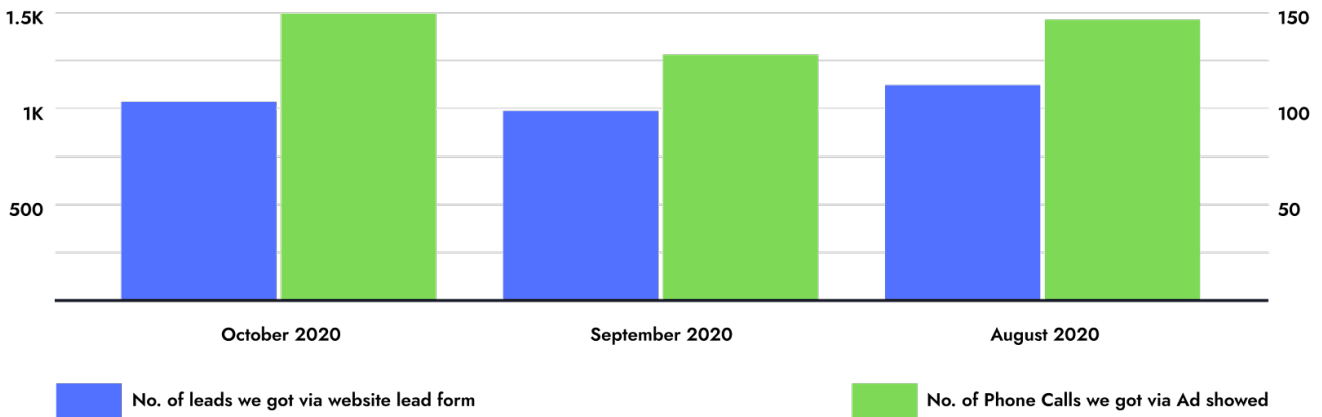
 **Services:** Standard & Smart Search

 **Industry:** Real Estate



 **Objective:** get maximum Website Leads and Direct Phone calls at a minimal cost

 **Website:** www.ekirkpatrick.com



Conversions (Website Leads & Phone Calls)

PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

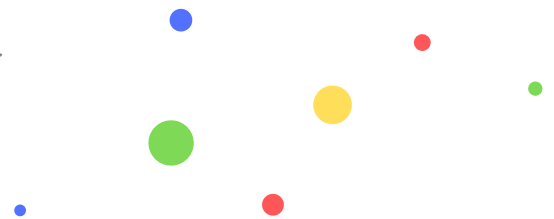


As it is a competitive industry – especially when it comes to search engine results, therefore, they were looking to start a new Google Ads campaign that would reduce the cost per click while still generating website leads.

SOLUTION AND RESULTS



The main goal of PPC campaigns was to get maximum Website Leads and Direct Phone calls at a minimal cost. We planned a campaign setup considering Google Ads Policies and executed the project in 4 stages to meet our client's lead generation goal through our Google Ads campaigns.



CAMPAIGN OVERVIEW

Campaigns												Custom Aug 1 - Oct 31, 2020						
Campaign status: All enabled ADD FILTER												SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPORT	MORE
<input type="checkbox"/>	<input type="checkbox"/>	Campaign ↓	Budget	Bid strategy type	Status	Impr.	Clicks	CTR	Phone calls	Conversions	Cost / conv.	Avg. CPC	Cost					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	KMC - Smart Search - ST	\$20.00/day \$608.00/mo...	Maximize conversions	Eligible	266,360	3,101	1.16%	315	2,457.50	\$0.26	\$0.21	\$638.82					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	KMC - Search - ST	\$15.00/day	Maximize clicks	Eligible (Learn Bid strategy)	10,302	907	8.90%	110	688.50	\$1.06	\$0.81	\$730.63					
Total: All enabled ca...						276,662	4,008	1.45%	425	3,146.00	\$0.44	\$0.34	\$1,369.46					
Total: Account			\$35.00/day			276,662	4,008	1.45%	425	3,146.00	\$0.44	\$0.34	\$1,369.46					



WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?

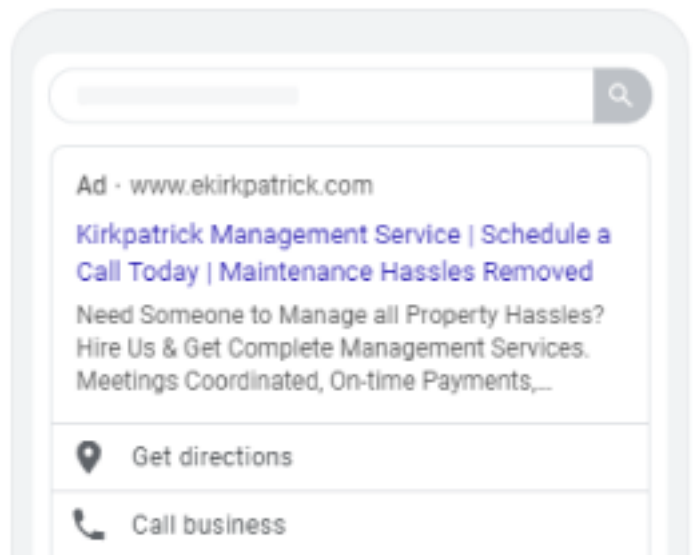
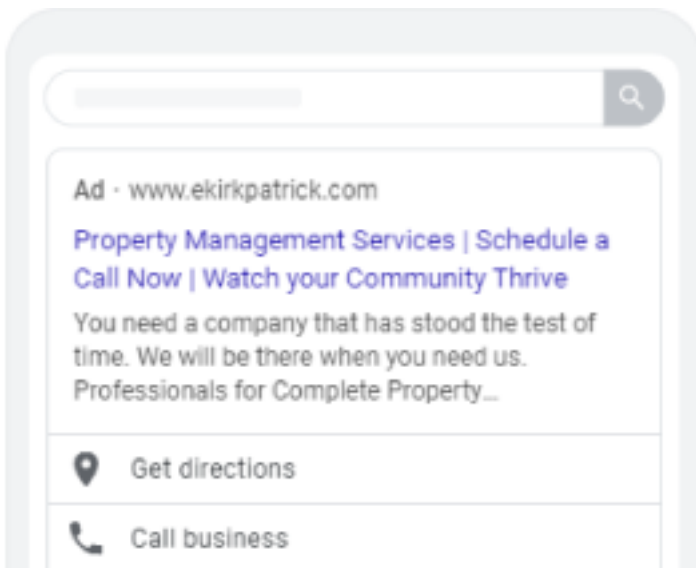
www.teammediamagic.com

MONTHLY CAMPAIGN PERFORMANCE

Month	Clicks	Impressions	CTR	Avg.CPC	Cost / conv.	Cost
Aug 2020	1,441	130,872	1.1%	\$0.32	\$0.41	\$457.81
Sep 2020	1,238	84,194	1.47%	\$0.37	\$0.46	\$456.26
Oct 2020	1,329	61,596	2.16%	\$0.34	\$0.44	\$455.38

ADS SAMPLES

Ad	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conver	Phone calls	Cost / conv.
Total: All but removed ads		1,647	20,219	8.15%	\$1.06	\$1,745.12	665.00	168	\$2.62
<input type="checkbox"/> Best Property Management Expert Property Management KMC Kirkpatrick Management +11 more ekirkpatrick.com/Manage_Property/Contact_Us We Handle Your Toughest Property Management Challenges. Request a Proposal Today! You Don't Have to Deal with Association Management Headaches Alone... View assets details	Responsive search ad	513	5,358	9.57%	\$0.96	\$494.37	256.00	67	\$1.93
<input type="checkbox"/> KMC Kirkpatrick Management Lets Make a Plan Indianapolis ekirkpatrick.com/Manage_Property/Contact_Us Lets Make a Plan to Focus on Showcasing Your Beautiful & Well Maintained Community. Get Experienced Management Teams to Help Neighborhoods Thrive! Schedule Your Time to Talk.	Expanded text ad	313	2,736	11.44%	\$1.28	\$399.62	155.00	28	\$2.58



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 **30 MINUTE MEETING**



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