



<https://homesweetsign.net/>



**\$47,028 SALES**  
**374% ROI**

**Client:** Home Sweet Sign

**Niche:** Ecommerce Store

**Service:** Google Ads

**Results:** \$47,028 Sales, 374% ROI, \$12,572 Ad Spend

**Date:** November 2021

**Timeline:** 1 Month Campaign Window

## Context

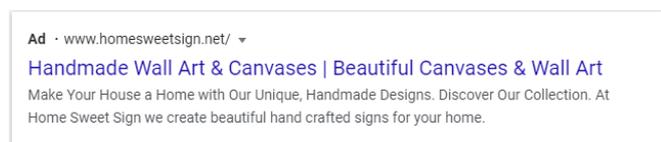
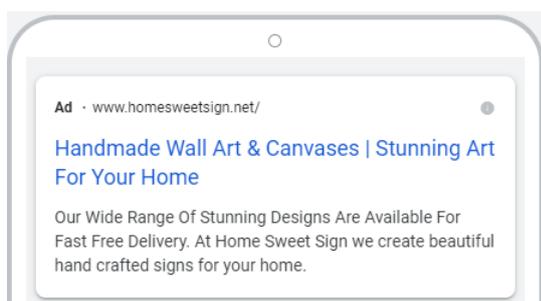
Home Sweet Sign were selling hand-crafted signs via several online marketplaces but wanted their own website and online presence to increase their market share, drive sales and grow their business. Having tried other digital marketing companies with little success they contacted Hawk Reach and we put together a comprehensive plan for them including their website, email setup and all IT requirements. From there we set to work implementing a broad digital marketing strategy with a strong focus on Google Ads. Home Sweet Sign are a great example of how a good Digital Marketing Company adapts to your specific needs and wraps around your business needs, bringing its strengths and unique selling points to the forefront and delivering exceptional service to exceed those requirements.

## Strategy

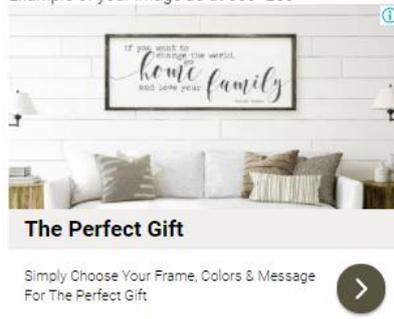
After conducting extensive keyword and competitor research this client was keen to use Google to drive sales. Our strategy was to use a phased approach to implement campaigns across four separate areas of Google's advertising portfolio:

- Shopping. A cornerstone of any online selling is Google Shopping. Setting up Google Merchant Centre and creating a product feed comes with a huge range of benefits and can generate organic traffic indefinitely as well as the opportunity to advertise in Google Shopping.
- Keywords. Good keyword campaigns are defined as matching a user's query or intention to match to your products or services. Bidding against desired keywords allows us to grow brands and penetrate market share.
- Display. Using Open Graph Protocol audiences display ads are a great way to increase brand exposure and are pivotal to a strong remarketing strategy
- Youtube. Broadly under the display umbrella, Youtube and Gmail have both been slightly separated by Google in recent years and both benefit from separate campaigns and strategies. More than ever Youtube attracts passionate audiences and subscribers relevant to various products and services so having a strategy in place to exploit those opportunities is vital.

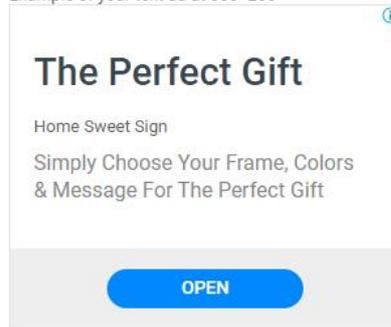
## Ads



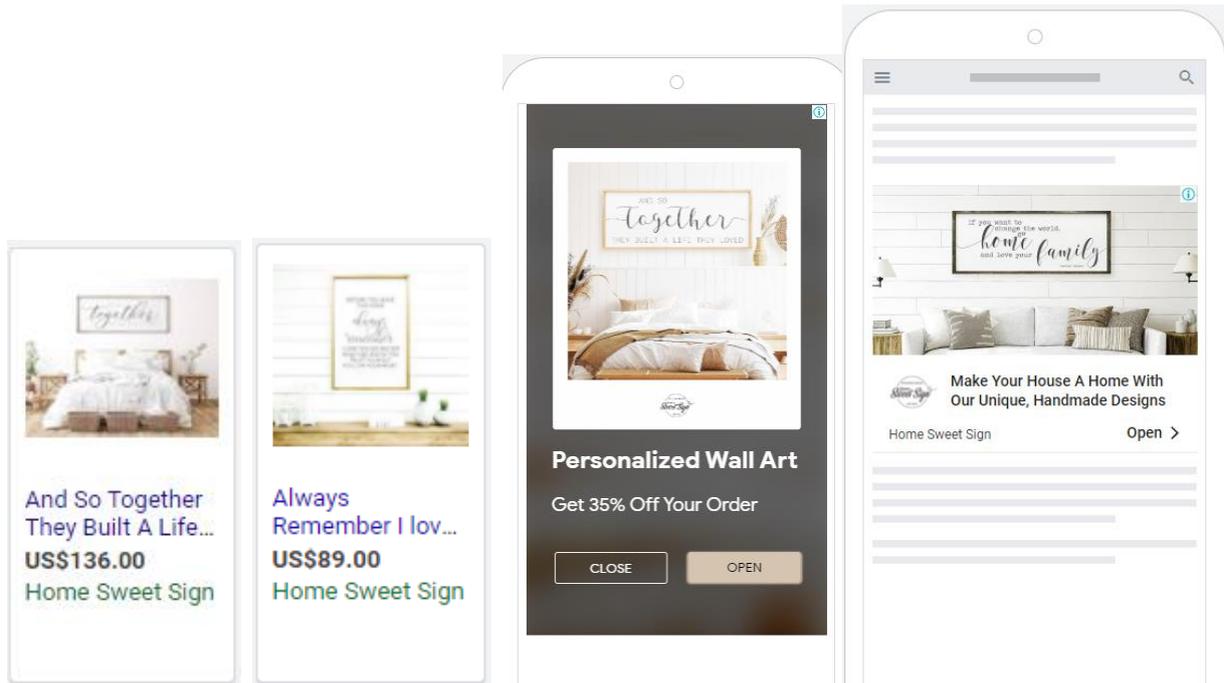
Example of your image ad at 300x250



Example of your text ad at 300x250



Example of your native ad at 300x250



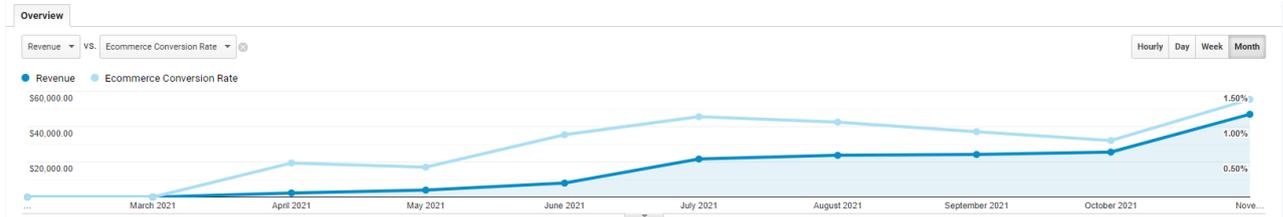
Some of the ads and assets used within their campaigns. Our aim when creating these kinds of assets is to pull together as much relevant written and visual information as possible to highlight what the business offers and what makes them unique. Google’s advanced machine learning then creates limitless variations of these ads and over time uses complex algorithms to show the best performing ads more often to constantly get better results. The key to success is to understand the business and what differentiates it from its competitors and create compelling ads and content focused on those unique selling points (USPs).

## Campaign Results

Over the course of 7 months leading into November we had increased sales every



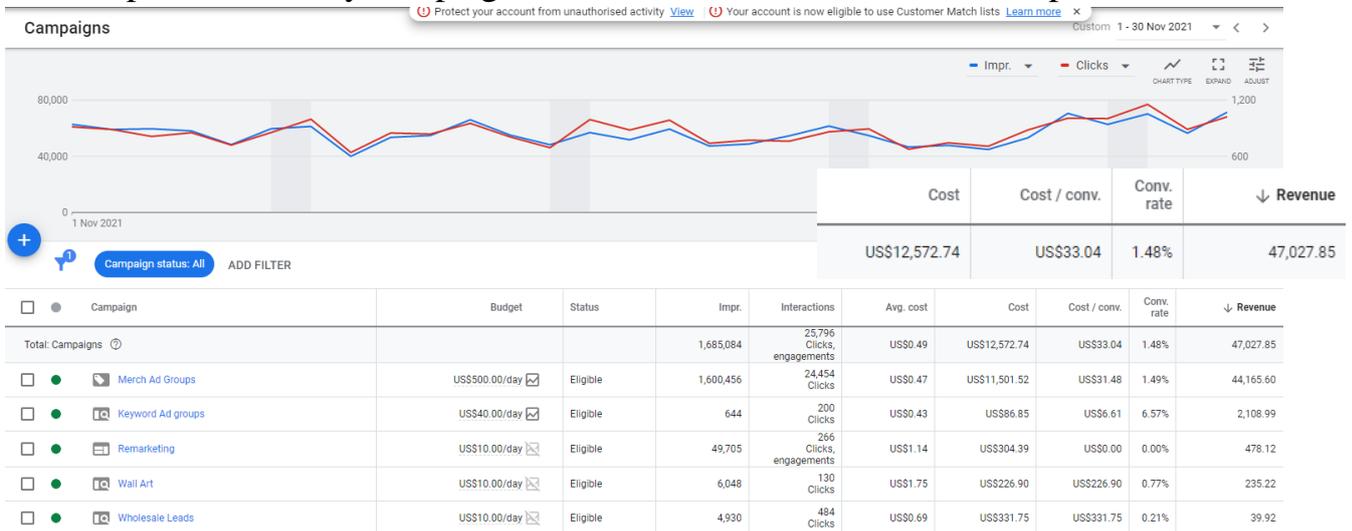
single month. We were keen to kick on from the groundwork we had put in place and make a huge impression in November to exploit the lucrative holiday season:



By November conversion rate was trebled:



Overall performance by campaign was \$47k in sales from \$12.5k in spend:

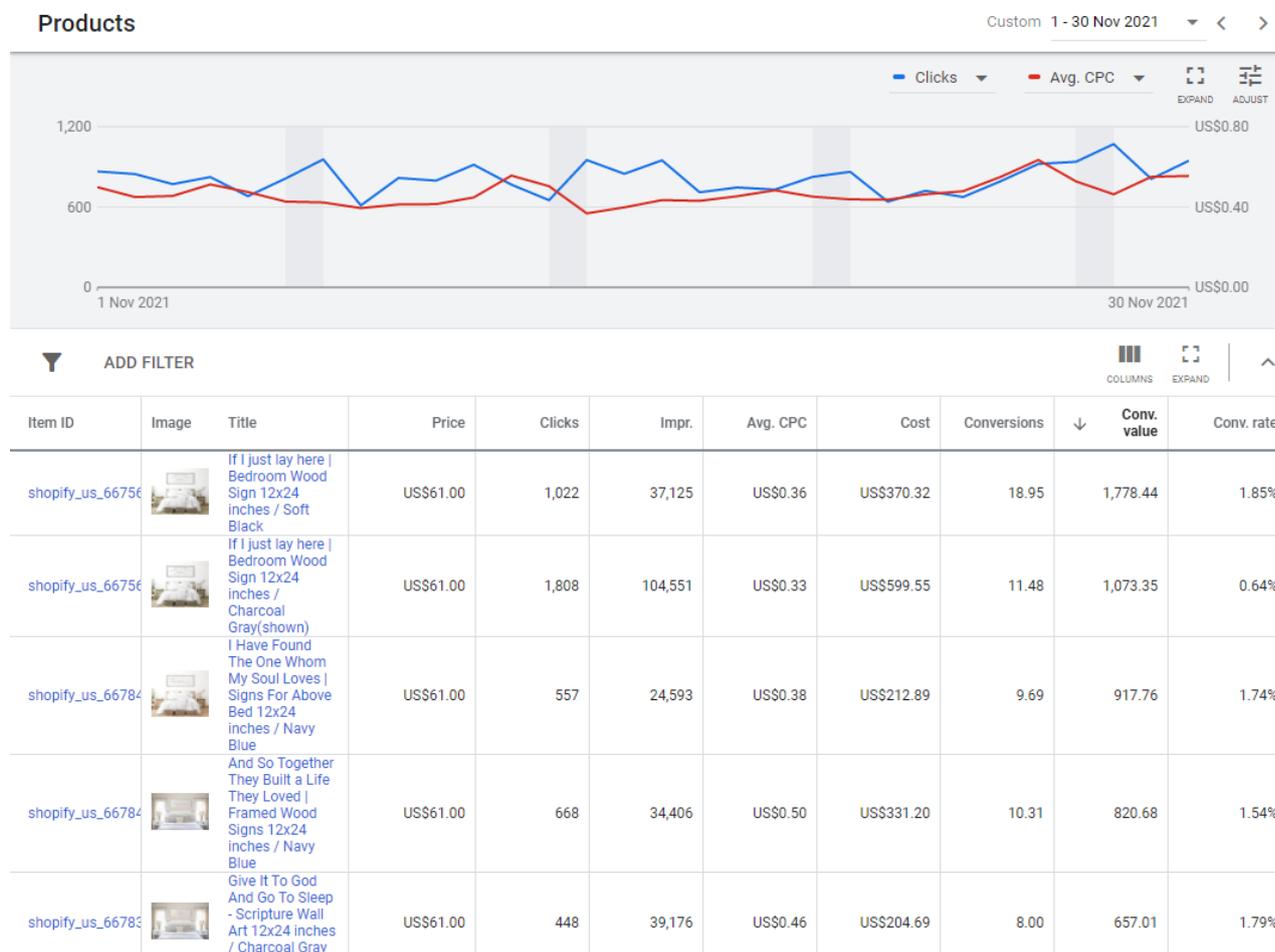


## Campaign Analysis

Having the ability to constantly review and analyse our products and campaigns



gave us the power to increase exposure to our best selling products and even drive our range of products in certain directions to meet demands and sales trends:



In the shopping campaign alone we ran over 1500 separate ad groups which gave us total control over targeting and audience allowing broad exposure across not only Google and their partners but also many of the world's leading brands:

## Where ads showed

Custom 1 - 30



Network: YouTube and Display

ADD FILTER



SEARCH SEGMENT COLUMNS

<input type="checkbox"/> Placement	Type	Campaign	Ad group	↓ Impr.
Total: Where ads showed				47,792
<input type="checkbox"/> Disney Junior	YouTube channel	Affinity - Display	Remarketing	3,542
<input type="checkbox"/> Mobile App: Charades!™ (iTunes App St...	Mobile application	Affinity - Display	Remarketing	2,244
<input type="checkbox"/> yahoo.com	Site	Remarketing	Remarketing	2,091
<input type="checkbox"/> Mobile App: Paint by Number Coloring G...	Mobile application	Remarketing	Remarketing	1,498
<input type="checkbox"/> Breitbart.com	Site	Remarketing	Remarketing	1,350
<input type="checkbox"/> CNN.com	Site	Remarketing	Remarketing	1,221
<input type="checkbox"/> FoxNews.com	Site	Remarketing	Remarketing	1,133
<input type="checkbox"/> YouTube.com	Site	Remarketing	Remarketing	921

This client is delighted with these results and working together we are on target to achieve our goal of \$1m of sales in 2023.

# \$47,028 SALES

# 374% ROI