Case Study: Automotive Repair Shop - Boosting Leads with Targeted Google Ads Campaigns

Client Overview:
An automotive repair shop in Campbell, California, provides trusted auto repair and maintenance services. Factory-trained technicians offer a holistic approach to car care for better performance and safety.

Campaign Goals:
The primary goals were to increase leads and make marketing efforts affordable on a tight budget. Specific objectives included increasing leads, maintaining a lower cost per click (CPC), and lowering the cost per acquisition (CPA).

Campaign Details:
Duration: Running continuously since December with ongoing optimization.
Budget: $66 per day.
Campaign Type: Google Search Campaign with four ad groups for key services: alignments, brakes, suspension, and general repair services.
Target Audience: Individuals in the surrounding area needing automotive repairs.

Strategy and Implementation:
The campaign focused on key services while including a catch-all ad group for generic search terms to avoid missing potential leads. Preliminary research on competitors and their keywords helped refine the strategy. Adjustments included tightening the targeting radius and excluding non-target areas to ensure relevant traffic.

Performance and Results:
Leads (Last 30 Days): Over 200 qualified leads.
Average CPC: $4.22.
CPA: $17.
Conversion Rate: 24%.
The campaign exceeded expectations, consistently delivering high-quality leads and optimizing call quality to ensure relevant customer inquiries.

Client Feedback and Impact:
The client is thrilled with the results, experiencing increased bookings and higher customer return rates due to the trust built through face-to-face interactions.

Previous Marketing Efforts:
Before partnering with Barham Marketing, the client ran numerous smart and display campaigns. The month before Barham Marketing's involvement, the client saw a significant decrease in leads (only 8 for the entire month), with lower CTR and higher CPA.