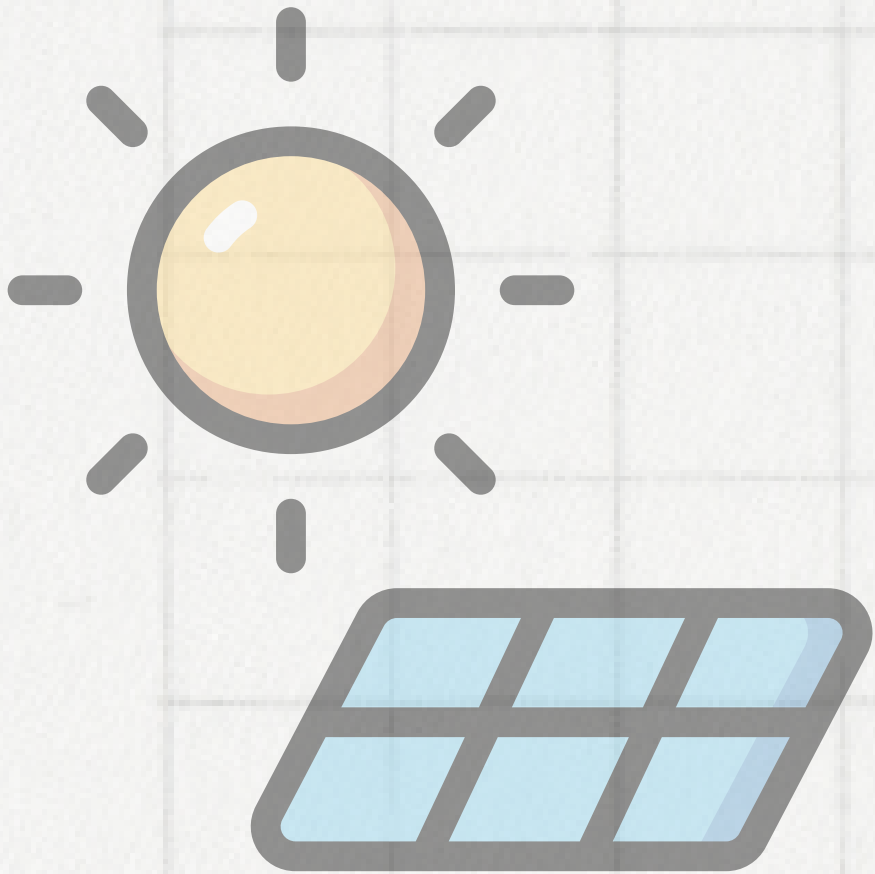




Google ads case study for Solar business

Achieved 140+ conversions within a single month.

AUSTRALIA'S BEST
SOLAR RETAILER



10

Years
Warranty



After Sales
Services



Best Quality
System

Discover the power of clean, renewable energy with Boost Solar.

6kW

Small Home

\$700/ Off

~~\$3491/-~~

\$2791/-*

Fully Installed!

10kW

Medium Home

\$700/ Off

~~\$4991/-~~

\$4291/-*

Fully Installed!

13.3kW

Large Home

\$700/ Off

~~\$5991/-~~

\$5291/-*

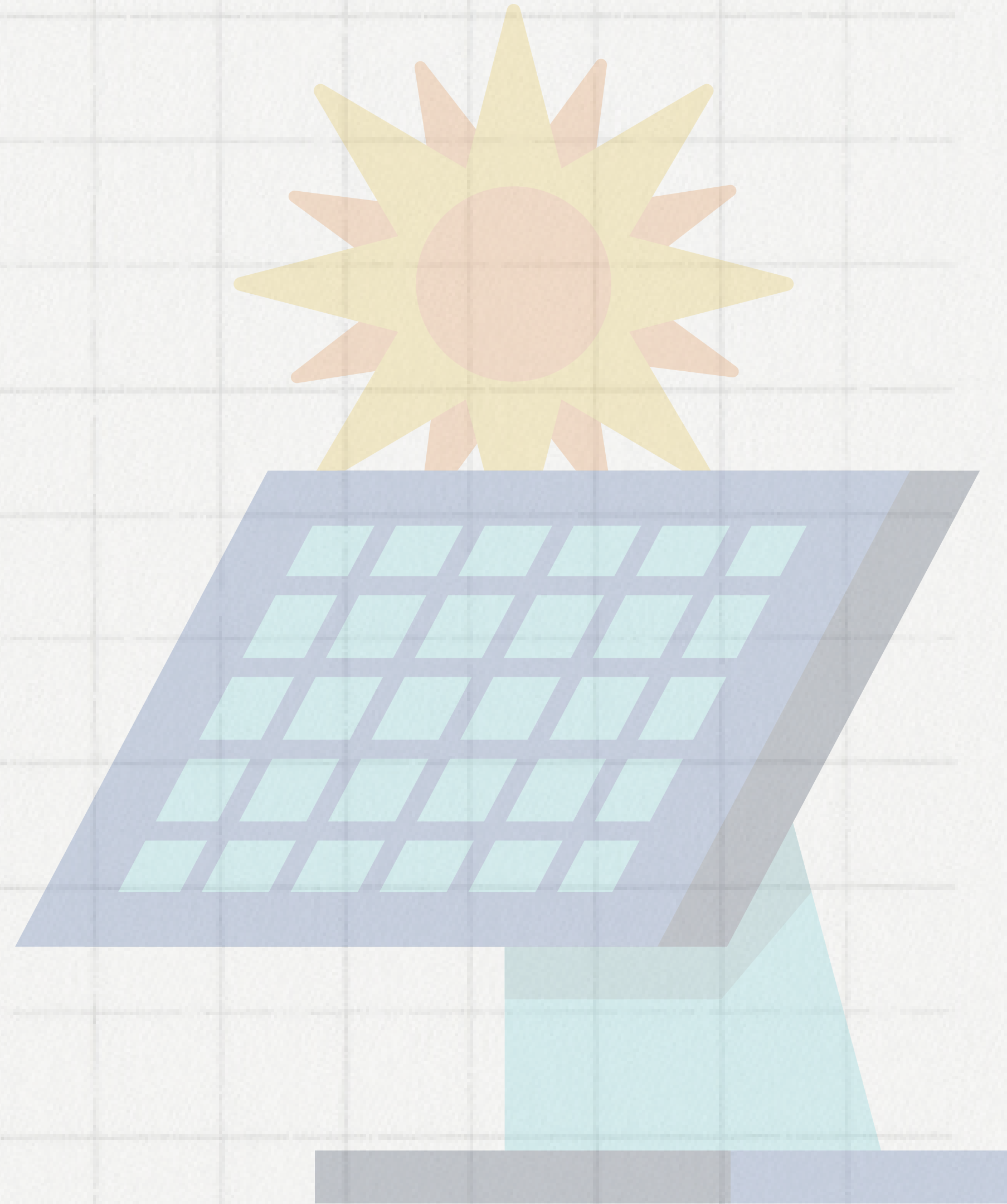
Fully Installed!



T&C Apply*

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INTRODUCTION

Our client, Boost Solar, specializes in providing high-efficiency solar panel solutions to residential and commercial customers in Australia. Their mission is to offer sustainable and cost-effective energy solutions to help clients reduce their carbon footprint and energy costs.



Background & Challenges

Background:

Boost Solar, despite having a high-quality product, faced challenges in generating sufficient leads through their online marketing efforts. This limited their ability to expand their customer base and increase sales.

Challenges:

- **Low Brand Visibility:** Boost Solar's digital presence was not robust enough to compete with established solar energy providers in the region.
- **Inefficient Lead Generation:** Previous advertising efforts did not effectively target potential customers, leading to low conversion rates and high customer acquisition costs.
- **Limited Online Engagement:** The client had minimal interaction with potential customers online, hindering their ability to build trust and encourage inquiries.

To tackle these challenges, we meticulously analyzed Boost Solar's account, studied their product offerings, market demands, and competitors' advertising strategies. This allowed us to craft a precise Google Ads strategy aimed at enhancing visibility and generating high-quality leads.



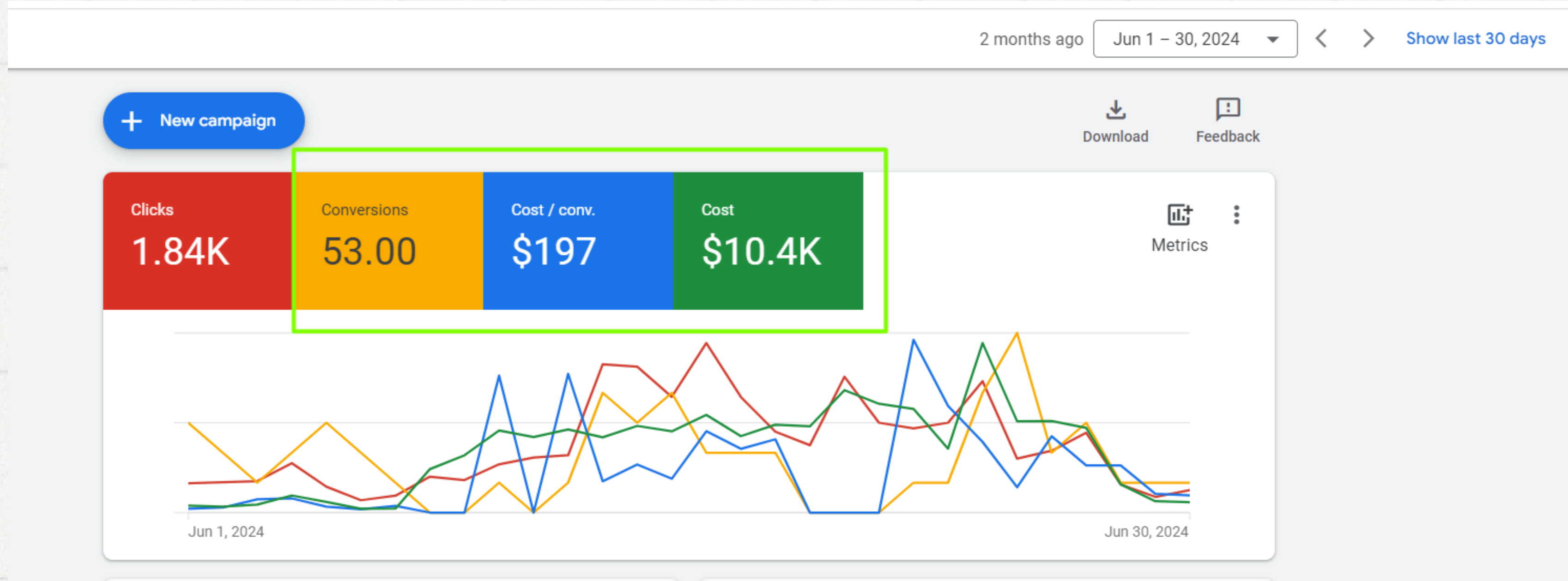
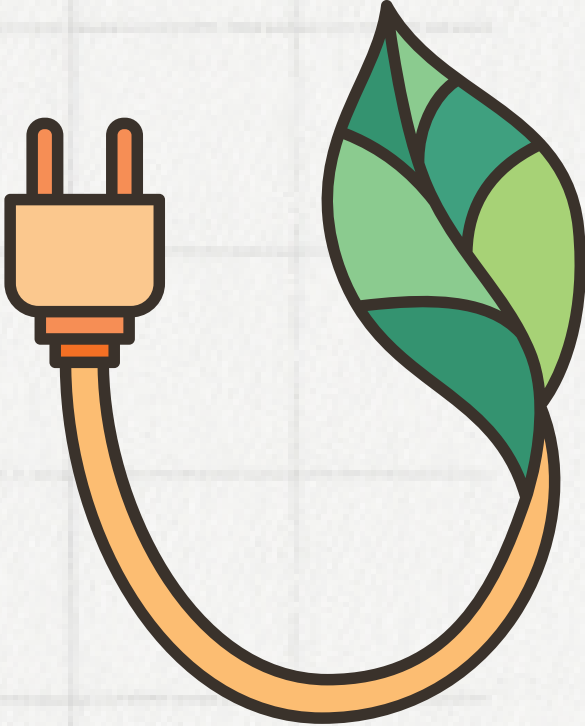
Approach:

Execution:

- **Campaign Setup:** Launched a Smart campaign targeting individuals searching for solar energy solutions within the client's service area. Smart campaigns use Google's machine learning to optimize ads across Search, Display, and other networks.
- **Automated Ad Creation:** Utilized Google's machine learning to automatically generate and optimize ads based on the provided business information and target settings.
- **Conversion Tracking:** Implemented new tracking mechanisms for key actions such as form submissions and phone inquiries directly from the ads.
- **Ad Copy and Testing:** Provided various headlines, descriptions, and images for the automated system to test and optimize.
- **Local Relevance:** Leveraged location targeting to ensure ads reached potential customers in the specific areas served by Boost Solar.
- **Budget Optimization:** Used automated bidding strategies to optimize the campaign budget in real-time for the best performance and conversion rates.

Before:

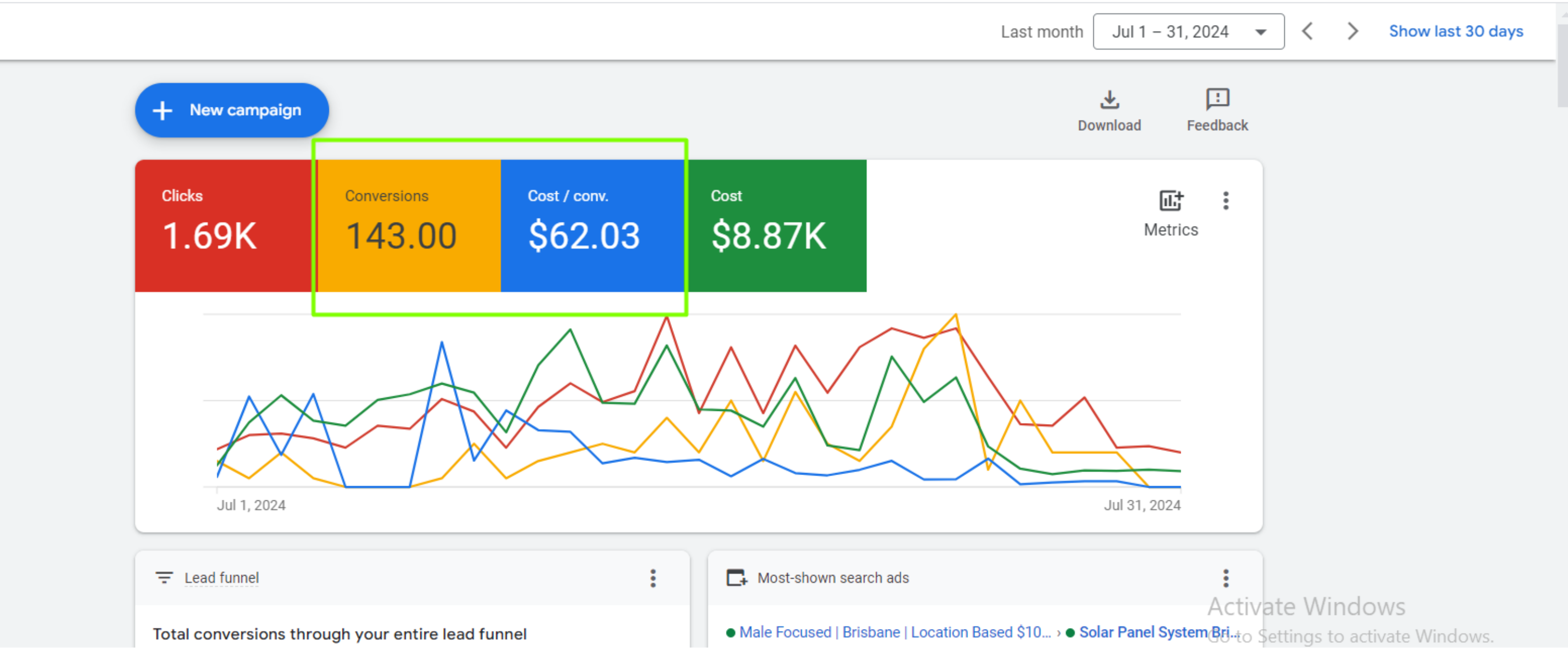
- Low online visibility
- Inefficient lead generation



FINALLY - THE MASSIVE RESULTS!

After:

The Smart campaign significantly boosted Boost Solar's online presence and lead generation efficiency. By leveraging Google's machine learning and automated optimization, we substantially increased qualified leads while maintaining an efficient Cost Per Acquisition (CPA).



The background is a light gray grid. It is decorated with various hand-drawn blue doodles. At the top left, there are several overlapping loops. To the right of these are more loops, some of which are filled with a darker blue. On the far right, there is a star-like shape with several points. At the bottom left, there are concentric arcs. In the bottom center, there is a wavy line. To the right of the wavy line, there are several small 'v' shapes. At the bottom right, there is a large, loose loop.

**Thank you
very much!**