

CASE STUDY

Client: PF Automatic (Lachine, Montreal)
Industry: Automotive repair services
Service: Online marketing, Google AdWords
Assessment period: March 1, 2011 – May 31, 2011

■ ABSTRACT

Disappointed with the results from their print and online marketing programs with the Yellow Pages and various other business directories, PF AUTOMATIC, a small, independent automotive center located in Lachine, Montreal, hired the services of Compass Marketing to launch a locally-targeted, measurable advertising campaign with Google the world's leading search engine. Furthermore, the client did not want to be locked in a contract (enabling them to cancel at any time with no penalty) and demanded a 24-hr response time from their new supplier following requests for campaign performance reports.

■ OBJECTIVES

- Raise awareness of the client's services and promotions in and around Montreal
- Drive quality visitor traffic to their website
- Acquire new clients and new orders
- Convert new customers into long-term ones

■ SOLUTION

Compass Marketing implemented and tracked the progress of a geo-targeted, multi-lingual cost-per-click advertisement program that encompassed three campaigns, each promoting a distinct service offered by the client. The campaigns were launched March 15m 2011 on Google's search network, which includes Google.com and other affiliated search engines.

■ RESULTS

On the second week following the campaign launch, PF Automatic booked an order exceeding \$1500 for a transmission-related repair job. The sales lead had been acquired by PF's campaign promoting their transmission repair services. The total cost of the campaign upon order amounted to just under \$35.00; in other words, the sale that was directly attributable to the ad program covered the cost of the program by a factor of **43** or an **ROI of %4300**. To date, the two campaigns continue to generate positive ROIs for PF, both in terms of sales, new account acquisitions and awareness.

Last updated: May 9, 2011