

# Case Study | Search & Landing Pages

*"In the last 4 years we have used 2 other "Search Marketing" companies. The results were disappointing to dismal. Since working with Media Two, we have seen **growth and revenue directly related to their efforts**. (Consequently) Our franchise owners actually decided to increase their budget this year and direct all funds to Search Marketing efforts. We are **thrilled to have Media Two helping us advance...**"*

*CFE/VP Marketing & Sales, Kitchen Tune Up*

**Background |** The client is a national franchise with 193 locations throughout the United States. Their primary focus for converting web traffic to sales was through a search engine and display banner media campaign geared towards driving leads to franchise owners for in-home consultations. After their landing page had been live for over 3 years, conversion percentages had sunk from 1.5% to less than .85% and their cost per lead had risen from roughly \$80 to over \$180.

**Strategy |** While full optimizations had been executed for the media buy on the front end of the campaign, we presented a strategy to redevelop and improve campaign performance through creation and implementation of a dedicated landing page. The page would be designed so that audiences were driven through a short sign-up process with very clear and concise calls to action. Imagery was simplified to a bare minimum, required personal information was cut to a minimum, and copy cut so that all content fell above the page fold.

**Outcome |** On launch of the new landing page and through the first six months after deployment (to date), conversion percentages are holding at roughly 2.4% and the overall cost per lead has dropped to less than \$70. Note: no major updates were made to campaign structure or budgets during this time. So performance is strictly a result of landing page build-out and optimization coupled with exact execution of PPC campaigns.

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