Customer Spotlight:
How GoPromotional Achieved AdWords Success with WordStream
Introduction

Most people probably don't give much thought to where the branded promotional products often given away during conferences and trade shows come from. Despite this, the personalized promotional products industry is intensely competitive, and there is no shortage of vendors and manufacturers that can help businesses put their mark on everything from notebooks and pens to travel cups and tote bags.

Few people understand the world of branded merchandise better than Gareth Perkins, Managing Director of GoPromotional, a promotional products company based in the idyllic and historic market town of Penistone in South Yorkshire, England. As Managing Director, Gareth is responsible for much of GoPromotional’s online advertising strategy, including optimizing the site for greater visibility in addition to the firm’s AdWords campaigns.

GoPromotional may be among the leading promotional product companies in the U.K., but remaining competitive in such a cutthroat industry isn’t easy.
So Much Work, So Little Time

However, as Gareth could attest, even a client list as impressive as that of GoPromotional isn't enough to stay on top. A long-time online advertiser, Gareth spent many years mastering AdWords and other ad platforms to reach new audiences with GoPromotional’s vast range of products.

“I have been doing online advertising since the very first day it came out, covering not only AdWords but Yahoo, Bing, the works,” says Gareth. “I’ve seen all the changes and naturally had to adapt and change to the ever-moving goalposts and changing climate in order to keep ahead of the competition.”

Although Gareth handles the majority of GoPromotional’s online advertising efforts, this is far from his only responsibility. As Managing Director, a great many operational and managerial tasks fall under Gareth’s remit, and the pressures of running a successful merchandising company meant that Gareth needed more than the built-in AdWords tools could offer.

That’s when Gareth found WordStream.

Streamlined, Centralized PPC Management

Gareth’s preferred PPC workflow emphasizes a top-down, increasingly granular approach. This allows him to cast a wide net before drilling down to the specific ads and individual keywords that are yielding the greatest returns.

Soon after discovering WordStream, Gareth found he was also able to streamline and refine his existing workflows within WordStream to maximize results while saving precious time.
“I start my campaigns wide and then collect data and gradually hone them down over a period of time so that the end result is a very ‘sniper-like’ targeted campaign,” Gareth explains. “I have my campaigns set up in a tiered way so that I can work on those which are likely to have the greatest impact first and then work down from there. I also cross reference with our incoming quotes and sales pipeline to ensure we are not advertising when our team are too busy or fully loaded so keeping an eye on all the moving parts is a handful at times but worth the effort.”

This approach incorporates several PPC best practices, including working within GoPromotional’s AdWords account on a daily basis. Soon after discovering WordStream, Gareth found he was also able to streamline and refine his existing workflows within WordStream to maximize results while saving precious time.

“The combination of providing not only a great ad but a landing page that delivers is an art in itself,” Gareth says. “In fact, that goes for the whole business. You may have the best ad, but if your landing page sucks then it’s pointless. You may have a great ad and landing page, but if your sales team sucks then it’s pointless. Drawing the right conclusions for success or failure is a combination of all these factors.”

**Greater ROI with Less Effort in Less Time**

Using WordStream, Gareth has been able to improve the performance of his AdWords campaigns dramatically. Since becoming a WordStream customer, Gareth has reduced his monthly ad spend by approximately 40%, a saving of roughly $7,000 per month.

In addition to the considerable cost savings Gareth has been able to achieve, the performance and ROI of GoPromotional’s campaigns has also improved significantly. The company’s average click-through rate has increased by 60%, the cost-per-acquisition of a quote on the site has fallen by 39%, and GoPromotional’s average AdWords conversion rate has increased by 63%.

“My Customer Success Representative was not trying to sell me a product; he was joining my team and shared my vision of where I wanted to go.
“The amount of cost savings available here is unbelievable,” Gareth says. “A 40% cost reduction with zero impact but good on a $15,000 monthly account is awesome for us.”

Although Gareth has achieved impressive results, these gains are not just a product of WordStream’s intelligent, personalized account recommendations or its intuitive, centralized dashboards and reporting, but rather a partnership between GoPromotional and WordStream – an approach that has yielded remarkable results for thousands of WordStream customers.

“Speaking to someone with knowledge is absolutely key,” says Gareth, speaking of his relationship with his dedicated Customer Success Representative. “I bought straight into [my representative] because he was not trying to sell me a product; he was joining my team and shared my vision of where I wanted to go. With that approach, it was an easy sell – he had one my confidence with his undoubtable knowledge.”

Like many advertisers, Gareth is excited to see what opportunities and challenges 2018 will bring. His advice for other AdWords advertisers? Remain focused on PPC best practices, and devote enough time to thoroughly evaluate the strengths – and weaknesses – of your campaigns.

“The best tip by far is do not use outside agencies,” Gareth says. “Learn to fish for yourself. Hooking up with WordStream was a godsend! Work like stink on your campaigns, constantly analyze and re-analyze keywords, taking particular interest in negatives on a daily basis. Hone your campaigns with care and attention to detail, and in time, the results will come – patience, desire and determination is required above all, but stick to it and the results will come.”

ABOUT WORDSTREAM
WordStream, Inc. provides software and services that help marketers and agencies get the maximum results from their online marketing efforts. WordStream’s easy-to-use software allows for more effective paid search and social campaigns with the 20-Minute Work Week, a customized workflow that guides marketers through steps that can greatly improve their AdWords, Bing, and Facebook campaigns. WordStream also offers an award-winning free PPC tool, the AdWords Performance Grader, which evaluates users’ Google AdWords accounts and provides valuable tips for improvement. WordStream is a Google Premier Partner.