

Performance Case Studies

Using Proven Principles To Improve an Accounts Performance.

Client Summary



www.fortresslearning.com.au

Strategy

- AdWords Optimization
- Website Conversion Optimization
- Remarketing

Results

- Cost Per Click - 28.52%
- Clicks + 20%
- Conversions + 56%
- Cost Per Conversion – 62.40%
- Conversion Rate + 87.52%

Strategy Overview

Fortress Learning are a privately owned Registered Training Organisation (RTO) with a strong focus on supporting and creating training professionals.

When we started with Fortress Learning they were facing a lot of industry and regulatory changes. This shaped the way in which we delivered their online advertising and required an account build that was flexible enough for quick change, while still delivering higher performance.

Already possessing a solid knowledge of AdWords meant that discussion of strategy with the Client was integral to our approach with the structure and design of the account.

Growth Planning

Initially our goal was to get the account built into tightly structured campaigns so that every click was from a motivated potential student. This allowed us to closely monitor and optimize incoming search terms so that we could continually improve our targeting and make sure we were relevant to our market. Of course this meant quite a bit of pre analysis of the available Online Courses so that we could structure the Campaigns into highly effective but flexible units and so we could apply our tried and tested methods to the account as needed.

With such a large Campaign build, we wanted to make sure that every Click was followed up by an effective Remarketing Campaign. By implementing this, we were able to give every search a second chance of converting into a potential new student. By following some proven principles that are rarely utilized effectively in the industry, we were also able to optimize our average positions to maximize the budget and essentially buy more clicks or traffic for less.

Results Analysis

As you can see below within the first month we were able to bring the cost per conversion down and have managed to keep it lower than when it was previously managed by another marketing company.



Without recreating the wheel, and by sticking to our proven processes, we have been able to transform this account and increase Conversions (as you can see on the chart above), despite some very challenging times in the Training Industry.