



Internet Marketing Case Studies:

Putting the power of the internet to work for your business.

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Your customers will find you,
they just need directions.





Search Engine Marketing puts you in front of the people who are searching for what you are selling. We place advertisements on the world's leading search engines that are triggered to display when people search for certain "keywords" or phrases. This allows you to drive traffic to your website and show them why their search should end with your company.

Just as each company has unique needs, Renewal Marketing offers various online marketing services designed for our client's specific goals.

I. Air Consolidators Experiences a 50% Increase in Traffic overnight

Objectives:

Air Consolidators (www.airconsolidators.com) finds deals for customers looking for international and domestic flights. It does most of its business online, and just like any online retailer it was interested in driving more traffic to its site. It came to Renewal Marketing looking for help with its internet marketing campaigns.

An important Concept to understand is that all traffic is not created equally. Because Air Consolidators specializes in airline tickets and vacation packages, it only truly benefits from increased traffic when that traffic is comprised of people planning a vacation.

Solutions and Results

Renewal Marketing designed pay per click campaigns with these specific needs of Air Consolidators in mind. We analyzed the market, its customers, and the competitive landscape to find the best way to drive interested customers to www.airconsolidators.com.

As soon as the campaigns designed by Renewal Marketing were implemented, Air Consolidators saw its website traffic increase by 50%. These additional visitors were more likely to be planning vacations than other visitors, because they had found the site by typing in keywords of phrases like "travel to India," "cheap domestic flight," or "vacation packages to Hawaii." Furthermore, the average cost per click of the campaigns designed by Renewal Marketing cost 3 times less than air consolidators' previous PPC campaigns.

This is the type of renewed effectiveness our marketing specialists can provide. With our expertise in online marketing we were able to simultaneously increase traffic by 50% and decrease the average cost of that traffic more than 3 times. Add to this that these results were achieved in the first day of the campaign, and you can see the results our team is capable of delivering. To find out more, please visit us at RenewalMarketing.com.

A targeted PPC campaign, designed to influence your customers buying decision at the exact moment they are seeking information can be a very powerful thing. What is needed is the expertise to understand your customers buying decision and, how a PPC campaign can most powerfully shape this decision.

If done correctly, Pay-Per-Click marketing can be one of your companies greatest Returns on Investment. The reason is that you only reach people who are looking for what you are selling, and you can do so for a low cost per contact. What makes a campaign successful is the careful selection of only the most high value key words, an understanding of what information is important to your customers, and a comprehensive system for evaluating the worth of particular key words.

At Renewal Marketing we have these systems, we take the time to understand your business and your clients, and we are obsessed with ensuring the greatest possible results for our clients.

II. Windowbox.com Refreshes their Pay-Per-Click (PPC) Campaign and sees Renewed ROI

Objectives:

Windowbox.com, an ecommerce site for gardeners, recently chose Renewal Marketing to manage its various online advertising campaigns. It was looking to boost its overall return on marketing investment and attract customers that would likely become repeat buyers.

Analysis:

Renewal Marketing noticed that of the roughly 1000 products on the site, there were a handful of particularly successful products that sold at a very high rate. Furthermore, customers that bought these products also tended to buy more than one item because these core products usually spurred sales of related goods.

Solutions and Results:

Renewal Marketing then altered Windowbox's PPC and Shopping Comparison site campaigns to shift the power of these mediums to these core products. With keywords aimed at the kinds of gardeners who were likely to want these products, sales of the core products—and all others—increased significantly. The target audience for these products was also happier with the products, and thus Windowbox noticed many more repeat customers than before. Fortunately, the marketing budget required for this new strategy was less than the previous one.

Renewal Marketing understands that the key to effective online marketing is a wide-ranging understanding of all aspects of a business and its unique situation. We were able to help Windowbox increase its sales without increasing its marketing budget because we took the time to analyze its business.

Renewal Marketing is a complete, full-service marketing provider, equipped with the breadth of tools, and depth of marketing knowledge necessary to deliver truly powerful campaigns.

**Renew your profitability. Renew your brand.
Renew your marketing.**

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