

Case Study

Pay-Per-Click Advertising for International Business Opportunities

Client: An international business management consulting firm

Challenge: Generate consulting opportunities in India and the United Arab Emirates (U.A.E.)

Solution: Internationally targeted pay-per-click (PPC) advertising

We began with keyword research to determine the most important search engine keywords for the target markets. We focused on English language



keywords only. Since the target audience is composed of mostly non-native English speakers, and since non-native English speakers are more likely to use obscure language and unusual constructs, our keyword research perspective was modified accordingly.

After identifying high intent search terms, we developed pay-per-click campaigns and corresponding landing pages for each of the identified keywords and target markets. Using geographic targeting, we focused our ads on key markets in India and the UAE.



Results:

Our ads and landing pages performed beyond expectation. While we're not able to show explicit numbers or figures, here are the highlights:

- Monthly landing page conversion rates regularly exceed 5% for many of the target terms, with some keywords converting at higher than 10%.
- Many website visitors opt to place a phone call, diluting our tracking. Conversion rates would likely be higher, if we were able to account for these calls. The client chose not to purchase a unique, trackable telephone number in addition to the business line.
- The effective cost per lead from our PPC advertising campaign is *significantly* lower than any other form of marketing attempted by our client to date.

The client, while choosing to remain anonymous, is pleased with Spork Marketing's efforts and reports high-frequency, high-quality leads as a result of these efforts. To date, client has received dozens of promising leads for international business projects.