

CASE STUDY

GOOGLE ADS

Boosting Sales and Visibility for
Oriental Art Lessons with Google Ads

Oriental Art Lessons



OVERVIEW



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This case study highlights a successful Google Ads campaign promoting oriental art lessons. Over nine months, targeting English-speaking users aged 25-65 interested in art education, the campaign utilized strategic ad placements across search, display, and remarketing networks to enhance brand visibility and effectively engage a targeted audience.



ABOUT THE CLIENT

The client offers simple, concise, and easy-to-understand guides for completing works of art in one sitting. They aimed to grow their brand and reputation by showcasing their work on their website.



PROBLEM STATEMENT

The company needed to increase product sales and enhance their online presence.

GOALS

The goal of the project was to generate high-quality ads for an oriental art business to boost product sales and brand growth. This project spanned a duration of nine months.



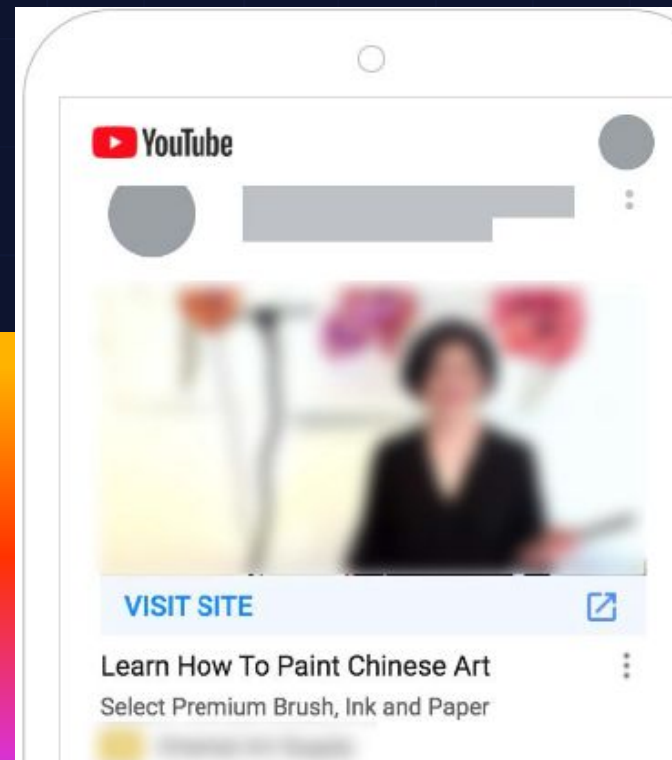
An illustration of two black chess pieces, a king and a pawn, positioned on a colorful, abstract base. The king piece is on the left, and the pawn piece is on the right. The base consists of several overlapping, rounded rectangular shapes in shades of pink, orange, and blue. The entire scene is set against a dark blue background with a subtle grid pattern.

STRATEGY

The campaign targeted English-speaking users aged 25-65 in the top 50% income class interested in art lessons. Using search ads with targeted keywords, each campaign directed users to specific landing pages, generating over 1.19 million unique impressions. A successful remarketing campaign re-engaged users who had previously interacted with the ads. Additionally, shopping ads targeted active seekers of art lessons, while display ads raised awareness with visually engaging images and creatives.

BEST PERFORMING ADS

The best-performing ad garnered 1,194,181 unique impressions, achieved a conversion value of \$20,124 from 1,133 sales, and attained a CTR of 0.80%.



DETAILED RESULTS

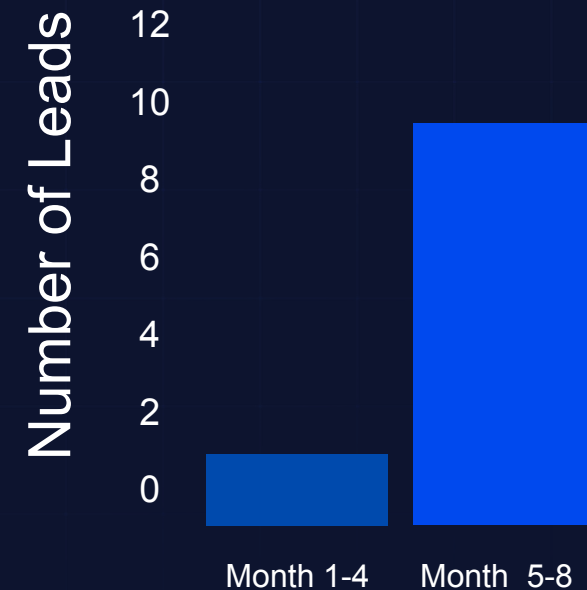
The Google Ads team continuously optimized each campaign to ensure optimal results.

The focus was on both search and display networks to capture a broad yet relevant audience, leveraging data and performance insights to refine targeting and ad placements.

FINAL OUTCOME

The campaign resulted in significant new leads for the client, contributing to business growth and increased product sales.

The strategic targeting and optimization efforts proved highly effective, showcasing the power of tailored Google Ads campaigns in driving business success.



Budget: \$2,500 per month

Location: United States

CONCLUSION

In conclusion, the Google Ads campaign for oriental art lessons successfully achieved its objectives of increasing product sales and enhancing brand visibility. With strategic targeting and ongoing optimizations across various ad formats, it generated over 1.19 million impressions and a 0.80% CTR. The campaign led to \$20,124 in conversion value from 1,133 sales, highlighting the effectiveness of data-driven marketing in niche markets.

