



A1 Accounting Boosts Sales 12 Percent, Hits Higher than 70 Percent Conversion Rate with Google AdWords



About A1 Accounting

- Full-service accounting and bookkeeping firm serving small businesses in Calgary, Canada
- www.a1accounting.net

Goals

- Access untapped clientele and revenue streams and increase conversion rates
- Better track and account for digital marketing efforts

Approach

- Design targeted AdWords campaign that's fine-tuned to attract local small businesses
- Closely monitor success of selected ad copy and customize as needed to drive client acquisition

Results

- Sales increase of 12 percent
- Conversions of calls to established clients exceed 70 percent
- More than 30 incoming calls per month generated directly by AdWords

In 2006, Christine Wiley and her business partner hung out their shingle and opened A1 Accounting and Business Solutions, Inc. in Calgary, Canada. They set about preparing tax returns and organizing payroll for small businesses and individuals in the area, focusing especially on helping new entrepreneurs.

For the first years of A1's existence, the company tinkered with Google AdWords on its own and also entrusted a local web company with managing AdWords-based digital marketing campaigns. It saw little in terms of results. Wiley soon realized that just as her clients needed experts in accounting, she needed to turn to an expert in AdWords to make her digital marketing dollars work for her business. Enter Google AdWords Premier SMB Partner OutRank in February 2013, and with it, near immediate success ... to the tune of a 12 percent increase in sales and a conversion rate of more than 70 percent.

Tailored AdWords campaign helps exceed marketing goals

OutRank encouraged A1 to focus its AdWords strategy on the most profitable and beneficial services the business provides. Building on a core selection of target search queries, A1 works with OutRank on an ongoing basis to customize campaigns based on business goals. A1 started with an emphasis on ad copy designed to capture small businesses in the Calgary area and has since added restaurants. Future additions may include women-run businesses.

Results have surpassed A1's original hopes.

"The first goal was 24 to 48 calls in 90 days," says Wiley. "We currently receive more than 30 calls per month."

And the calls are quality contacts that fit A1's "niche," Wiley adds. "We usually find that they're very qualified leads."

Tangibility of AdWords success builds confidence in digital strategy

While A1 currently devotes 27 percent of its marketing budget to digital, it intends to increase this percentage moving forward. The partnership with OutRank has restored Wiley's faith in Internet-based advertising as a tool for growing the business, she says.

Having a dashboard she can check at any point to see exactly how AdWords is working for A1 has proven especially useful.

"You can see what AdWords is doing, on top of just hearing the phone ringing more. You see the results and it's all verifiable, track-able and tangible, whereas before you just had to ask callers how they had found us," Wiley says.

Also important, with its AdWords administration, OutRank has met A1's goal of increasing accountability for its digital marketing efforts.

"I know OutRank isn't here in Calgary, but we're getting better service than we were getting from our previous local firm. We needed someone that was going to be there and explain things to us and give us some guidance. We have that now," says Wiley.

