

Perfect Shot

Lyman Photography used Google AdWords to generate a sevenfold increase in traffic to its web site



About Lyman Photography

- www.lymanphotography.com
- Fountain Valley, California
- Portrait and wedding photography

Goals

- To make their marketing dollar stretch farther and deliver greater results
- To find customers who were a good match for the business
- To increase transactions with local customers

Approach

- Worked with a Google AdWords Premier SMB Partner to optimize AdWords Campaigns
- Targeted ads based on content, and aligned their web site landing pages with their campaigns

Results

- Boosted website traffic: Increased clicks per day sevenfold
- Wider reach: Attracted business from out-of-state customers for the first time
- Quick return on investment: Within two weeks, the campaign generated enough business to pay for itself

Joe Lyman was used to things coming naturally. His smooth golf swing led him to a stint pursuing a pro career on the links, and his skill with a camera had built him a following and a business: Lyman Photography.

So, after moving Lyman Photography from his home to a retail portrait studio in a shopping center in Fountain Valley, California in 2006, Joe was miffed that his marketing efforts didn't pay off right away.

"I was struggling for a year," Joe recalls. "I'd spent way more money building the place than I'd planned, and I was handling all my own marketing, which I didn't have much experience with. Every fourth person that walked in the door was trying to sell me advertising. I bought ads in all the direct mailers, and in the shopping center's quarterly circular. I spent about 10 or 15 thousand dollars and got exactly one phone call out of it all. They asked how much my photos cost and then they hung up!"

Getting in Focus

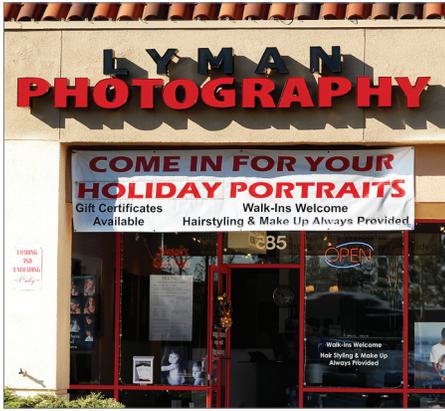
Everything came into focus when Joe signed up for a managed search engine advertising service that uses Google AdWords™ to put advertisers in front of people searching for their products and services. "I'd tried everything under the sun," Joe says, "and it wasn't working for me. I really wanted to advertise online."

Joe signed up with a Google AdWords Premier SMB Partner and results were immediate. "The day my account started, there was this huge spike in hits to my site," Joe says. "Before, I was getting maybe two hits a day, max. That increased sevenfold after I started with AdWords. And it hasn't stopped since."

From close-up to wide angle Joe says what's impressed him most about Google AdWords is how specifically he can target his advertising. "It's not just limited to four little lines somewhere," he explains. "AdWords is able to cover all the aspects of my work, and I have control over where and how users see my ads. It's all keyword specific. I can write my ad so that 'wedding photographer' is part of the copy, and then choose to include the words 'wedding photographer' as one of my keywords. If someone then searches for 'wedding photographer' in my area, my ad comes up. That was amazing to me."

AdWords' ability to target users in a specific location – and tailor the ad results to match – was another great fit for Joe. "I wanted to get people here who are local, who are looking for what I do – they don't want to spend ten thousand dollars on portraits, but they appreciate the art of photography and recognize the effort that I put into my work. There's really nobody else around here doing exactly what I do, and AdWords helps me connect with the right customers in my area."

As AdWords has helped Joe zoom in on his target market locally, it's also helped with the bigger picture. "Unlike the direct mail marketing I'd tried, AdWords is not just giving me four square miles of coverage around my studio," Joe says. "It can work anywhere, and that's what really sold me."



Joe Lyman, Lyman Photography

Not long after Joe started his AdWords campaign, he saw dramatic evidence of the distances his advertising dollar was traveling.

“The very first call that came was from Seattle, from someone who was going to be visiting their mother, who lived in a city near me,” Joe recalls. “This person had found my site through AdWords, and booked an appointment. So I got a client from a city where I would never have had a print advertisement – and covered my investment in the very first phone call.”

A glossy finish

“I know how to play golf and take pictures, and that’s about it,” Joe jokes. But it’s clear he’s learned quite a bit about marketing since he opened Lyman Photography last year. He says he’s now putting 100% of his marketing budget into advertising with his Premier SMB Partner using Google AdWords. “The results have been amazing.”

“I really want to get a deeper understanding of how Google is doing what they’re doing and make it work for me the best that it can,” adds Joe. “This all came along right at the perfect time, and renewed my faith that I’m going to be able to succeed.”

