

Buttoned Up (GetButtonedUp.com)

CASE STUDY

- **Immediate results** - Immediately increased brand exposure and traffic to the site by 78% with limited ad spend.
- **Sky High PPC Results** - With a very limited AdWords budget, utilized Google's content network to garner millions of impressions at a fraction of the cost of a CPM buy. Brand exposure helped increase direct and organic traffic to the site 78%.

Overview:

Buttoned Up was founded in 2004 by four women, with the mission of giving busy women the tools to live an organized life not a life of organization. Their products, sold in mass market retailers across the country, help women get life and family organized.

Challenges:

We needed to increase brand awareness and drive additional traffic to the website on a small monthly budget. The goal was not to sell products, but to introduce their informational site to busy women. The category, organizational products, is highly competitive and traditional search text ads would be too expensive.

Solution:

Creative AdWords:

Created branded display ads that ran on highly targeted sites touting the brand's organizational gurus. Rather than buying media on a CPM basis (the traditional way to purchase branded campaigns) we opted for a PPC model, and created ads that clearly stated the brand name and position, with the goal of leaving an impression with users but not necessarily wanting them to click.

SEO:

The website was not optimized and although it had thousands of pages of useful, original content it was not ranking on any key organizational keywords. We started optimizing the site to bring in organic traffic.

Results:

During this time, the ads received over 4 million impressions. The cost for these impressions was less than 25% of what it would have been to purchase on a CPM basis.

Within weeks of turning on the display ads, direct traffic to the site increased almost 40%, and branded search traffic increased more than 50%. Visitors were coming through branded organic searches or directly to the site, proving the display ads were leaving an impression as intended.

Over time, we optimized the site to start getting traffic through generic phrases relevant to the site, like "organization tips."