

Dona Kolors PPC Google Adwords Account creation & Ongoing Optimization Yields 69% Increase in Leads

Company profile.

Dona Kolors is a nonprofit project dedicated to train women victims of sexual exploitation, human trafficking and social exclusion in sewing machine skills (threading, tension, straight stitch, seam neatening, etc.) alongside with other reinforcing courses tailored to their needs, such as Spanish classes and orientation to the local labour market. The objective is to improve their lives by opening doors to the labor market.

The main route of insertion of these women is in Dona Kolors' own workshop of ethical production, where they work in the production of women's clothes, handbags, backpack, necklaces, purses, beauty cases, home accessories, etc.

Overview

Dona Kolors works have been working its main digital marketing strategies using web search engine's unpaid results with very low search results in the Google Spain ranking. However, in the 2016 marketing plan and with a very low budget, the marketing manager decides to optimize the online presence so the company's web pages could be displayed by Google's search engine higher in the local search using a Pay-Per-Click strategy with the goal of increasing profit, improving branding and knowing our customers better.

Challenge

Dona Kolors, did not have the resources to hire a marketing agency in order to undertake this project, so it was difficult for the marketing department to make data driven decisions based on user location, device, and other factors. due to the lack of a Google Adwords account structure and strategy.

Solution

Donna Kolors marketing department designed an digital marketing strategy based on Google Adwords in which we could measure and analyze:

- Lead Generation Metrics (Leads, Cost Per Lead (CPL), Lead Conversion Rates, Lead to Customer and Conversion Rate), Customer
- Acquisition Metrics (New Customers, Customer Acquisition Cost (CAC) and Customer Conversion Rate)
- Customer Retention Metrics: Retained Customers, Customer Retention Cost, Repeat Conversion Rate

After setting up a search and display Ads marketing strategy, using Google Adwords, we could make optimizations aligned with the constantly changing customer behaviors in the local Barcelona and Spanish markets.

Recognizing that the company offers services to potential customers from various markets and stages of the buying cycle, Dona Kolors marketing department recognized it was important to develop and structure tactics such as, keyword analysis, and segmentation in Google Adwords that contributed to a substantial increase in leads that are valuable to the company.

Results

In the 3 months after the implementation of the marketing strategy based on search and display Ads marketing strategy, Dona Kolors could increase the number of Google AdWords leads by 69% while also lowering the cost per conversion by 37%.

The screenshot displays the Google AdWords interface for 'All Online Campaigns Dona Kolors' covering the period from Monday, September 23, 2018, to Sunday, September 24, 2018. The interface includes a left-hand navigation menu with options like 'All online campaigns', 'Campaign #1', 'Campaign #13', 'Campaign #14', 'Campaign #15', and 'Campaign #18'. The main content area features a table of campaign performance metrics.

Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Cost	Avg. Pos.
Barcelona Español	\$30.00/day	Eligible	Search & Display Networks	All features	0	\$0.00	0.0
Barcelona Catalan	\$5.00/day	Eligible	Display Network only	All features	0	\$0.00	0.0
Madrid	\$5.00/day	Eligible	Search & Display Networks	All features	0	\$0.00	0.0
España (SP)	\$5.00/day	Eligible	Search & Display Networks	Standard	0	\$0.00	0.0
España (ENG)	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Total - all enabled campaigns					0	\$0.00	0.0
Total - Search (?)					0	\$0.00	0.0
Total - Display Network (?)					0	\$0.00	0.0
Total - all campaigns	\$46.00/day				0	\$0.00	0.0

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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