

OLIVIA * LAWSON

Case Studies

AD STRATEGIES WITHOUT THE OVERWHELM



Hi there! I'm Olivia Lawson...

GOOGLE ADS EXPERT, WIFE, DOG MOM & TRUE CRIME JUNKIE

I help service-based & e-commerce small businesses take their already amazing offers to the next level with Google Ads. My strategies focus on *increasing profitability*, for you. No vanity metrics here, BB.

I've worked with small to medium sized businesses and I've seen it all. Whether your business is spending \$500 or \$20K in ads, this one thing will always remain true...

Without a proper campaign and tech setup you won't be able to maximize the potential of your ads. Inadequate setups have been the #1 reason behind the common complaint of "my ads aren't working" or "they're too expensive".

As you read through these case studies, I hope you can envision yourself in them. The business owners mentioned are no different than you. Passionate about what they do but tired of spinning their wheels with Google Ads on their own.

If you're ready to ditch the frustration and want an expert to get you started, let's chat about how I can help.

LET'S CHAT!



Coelum Builders

Service Based

Family owned & operated construction company. Contractor of The Year award winners for residential and commercial renovations.

Results

↑ 157%

in conversions (leads)

↓ 57%

in cost per lead

↑ 3x

yearly revenue

How A Family-Owned Construction Company Increased Their Yearly Revenue by 3X and Fully Booked Months in Advance

Overview

Mel reached out to me frustrated by the lack of results in Google Ads. Working in Google Ads manager was completely overwhelming and not at all intuitive. She wanted a marketing strategy that would provide reliable and consistent *high quality* leads.

Solution

An in-depth audit revealed non-existent conversion tracking and a poorly implemented campaign strategy. I set up direct conversion tracking and created a custom strategy, designed to convert for high-dollar jobs.

Challenge

Mel's DIY Google Ads setup was only bringing a few leads per month and the cost had become too high to justify. Lead quality was poor, with leads contacting them for services they don't offer. *This is a big clue to an improper account setup.* Mel wanted leads looking to book high-dollar jobs, not hourly handyman jobs.

Results

Coelum is now booked for high-ticket jobs months in advance. Their yearly revenue has increased by 3X. They've been able to share their success with their team members and expand their in-house team. Mel was so thrilled with my services she quickly reached out for help on her 2nd business, which you'll read about next.



Florida Swim Co.

Service Based

Small business and locally owned mobile swim school offering private and semi-private life-saving swim skills.

Results

↑ 1647%

in conversions (leads)

↓ 96%

in cost per lead

↑ 12X

yearly revenue

How A Mobile Swim School Went From a Mere 3 New Students a Month to Increasing Their Yearly Revenue by 12X

Overview

Mel was frustrated with the lackluster results she was getting from Google Ads. She wanted to not only stay in business but also expand her service area, while also paying her staff well. She was going to need to significantly increase her class registrations to meet these goals.

Solution

An in-depth audit revealed broken conversion tracking and a poor campaign strategy. My first step was to repair the conversion tracking. Then I worked closely with Mel to build a custom strategy designed to convert. No vanity metrics here!

Challenge

Mel needed a campaign strategy that would provide high quality leads and more pre-class registrations. Her DIY set up was not helping her achieve those goals. She was spending close to \$4K per month in ad spend and was paying well over \$1K per lead, about \$950 *too much* for her average customer value.

Results

Six new service locations were added and off season monthly revenues increased by 12X. The *best win*? Mel will be taking a completely *unplugged* maternity leave when her babe is due this Spring. Something she's never been able to do in the past.



Sock Candy

E-Commerce

A boutique sock company offering fun and fashionable women's socks.

Results

↑ 206%

in conversion value

↑ 386%

ROAS

↑ 3x

yearly revenue

How A Boutique Sock Company Achieved a 386% Return on Ad Spend and Increased Their Yearly Revenue by 206%

Overview

Mary has a degree in marketing and was successfully running her own social ads. Google Ads can't be that much different, right? *They're completely different.* She knew based on the results something wasn't right. A few pricey consultants later, she still didn't have any answers.

Solution

Our first step was to identify the error in the tech setup and repair the conversion tracking. Then I setup an optimal campaign strategy and started to "retrain" Google to optimize for *actual* purchases. Not cheap clicks.

Challenge

Mary's ads were spending very little, getting hundreds of conversions but her bank account balance wasn't increasing. High conversions without corresponding revenue is a sure sign something isn't setup right. If it looks too good to be true, it usually is.

Results

Proper conversion tracking and a new campaign strategy repaired the damage done. We helped her promote a sale while she was on vacation and Mary messaged me to say her Shopify store was "on fire!" It's been on fire ever since.



Let's Work Together

AND LET ME HELP YOU LEVEL THE PLAYING FIELD

PPC (pay-per-click) ads are the single most powerful form of digital advertising.
IF done correctly.

My mission is ensuring small business owners have a chance to leverage this power in their businesses. And to do it the *right* way. To give small businesses a fighting chance in the ever evolving digital landscape.

Deep pockets shouldn't be the only criteria to enter the PPC space and for a long time this has always been the case. But I believe high-quality marketing services should be accessible to all businesses with a legitimate product or service to offer.

I developed my Foundational Framework© over years as an exclusive Google Ads manager, and now I've packaged it into a one-time VIP Day so small businesses can avoid the common, yet *costly* mistakes of inexperienced setups.

I look forward to learning more about your business and how I might be able to help you on your business journey.

LET'S CHAT!