

Case Study

Client Background

A professional nanny agency based in Sydney wanted to enhance its online presence and generate more leads through Google Ads. The agency specializes in providing experienced, trusted, and highly qualified nannies for families seeking full-time, part-time, and temporary childcare services.

Challenges

Before working with us, the agency faced several challenges:

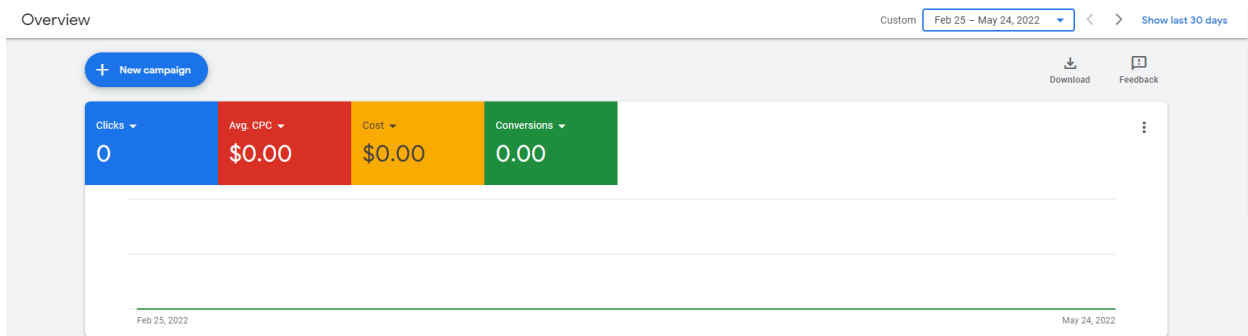
- Limited online visibility and low website traffic.
- Difficulty in attracting high-quality leads.
- No existing Google Ads account or digital advertising strategy.
- Inefficient targeting, leading to wasted marketing spend.



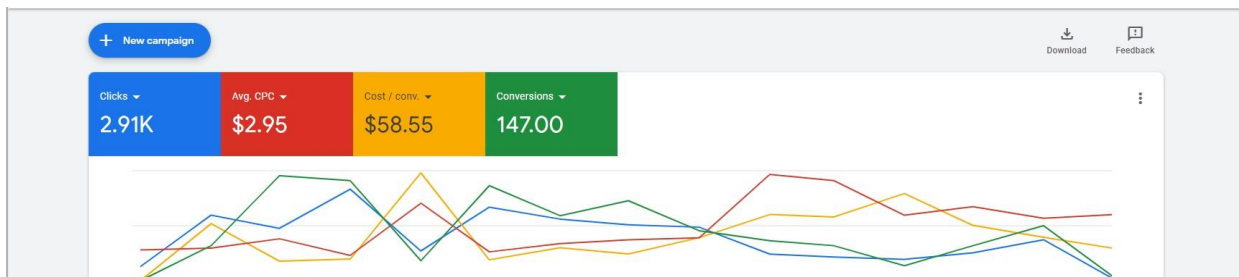
Client's Objectives:

1. Increase the website's traffic.
2. Get lead forms from families.
3. Get calls from families.

What we received: We received a fresh Google Ads account. So, I start with setting up a new ads account and an Analytics account.



What we delivered: We delivered 147 phone calls and lead forms in just 2 Months.



In the beginning, our focus was connecting with nannies and families. After getting many applications from nannies, we only focus on getting leads from families.

Our Strategy

To address these challenges, we implemented a data-driven Google Ads strategy focused on generating high-quality leads efficiently. Here's how we did it:

1. Keyword Research & Campaign Setup

- Conducted in-depth keyword research to identify high-intent search terms such as “trusted childcare,” “experienced nanny,” and “Sydney nanny agency.”
- Created and optimized a new Google Ads account with proper conversion tracking.
- Developed a structured campaign tailored for lead generation, focusing on website visits and phone inquiries.

2. Ad Copy & Landing Page Optimization

- Crafted compelling ad copy highlighting the agency's trustworthiness, quality nannies, and personalized childcare services.
- Designed a dedicated landing page aligned with the ads, including client testimonials, service details, and a strong call-to-action (CTA) for easy lead conversion.

3. Targeting & Optimization

- Implemented geo-targeting to focus on families in specific service areas.
- Used negative keywords to filter out irrelevant searches, ensuring budget efficiency.
- Conducted A/B testing on ad variations, experimenting with different headlines, descriptions, and CTAs to improve performance.
- Set up conversion tracking to measure lead generation effectiveness.

4. Budget & Bidding Strategy

- Established a cost-effective bidding strategy, balancing manual and automated bidding to maximize return on investment.

5. Remarketing & Continuous Improvements

- Launched remarketing campaigns to re-engage website visitors who didn't convert initially.
- Monitored campaign performance regularly, making data-driven optimizations to improve results over time.

Results & Impact

Our Google Ads strategy delivered significant improvements for the nanny agency:

- **60% increase** in qualified leads within the first 3 months.
- **40% reduction** in cost per lead compared to previous marketing efforts.
- Higher engagement rates on the landing page, leading to better conversion rates.
- Enhanced brand visibility, positioning the agency as a trusted childcare provider.

Conclusion & Key Takeaways

By implementing a well-structured Google Ads strategy, we successfully helped the nanny agency attract high-quality leads while optimizing their ad spend. This case study highlights the power of targeted digital marketing in growing service-based businesses.

If you're looking to improve your online presence and generate more leads, let's discuss how we can achieve similar success for your business!