

A Recipe for Success with Google AdWords



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From Monday to Friday Cathy Smith could be found in the office, working as a marketing manager for British Airways. It was a far cry from her weekend activities selling home-made cakes at local farmers markets with daughter Miriam.

But the hobby soon required more of Cathy's attention. "I went to four days a week to give myself more time to bake. I took a redundancy package from BA and that was my impetus to make it a full-time career."

Taking business to the next level

Cathy was no stranger to the kitchen. A trained chef (Cathy has a degree in food science and marketing), she realised Miriam's Munchies had potential and demand was there.

However she had limited success finding new customers.

"I'd approached a lot of cafes, taken samples and tried to get business that way. But I found the only time I was successful was when I'd been recommended by somebody else. When I was cold calling, I had a zero conversion rate."

She took to social media, which proved successful at consumer level.

"I was particularly looking to expand into the corporate market because I was at capacity in my kitchen. I couldn't physically make any more cakes for the weekend markets, even with extra help in the kitchen," says Cathy. "I believed companies would buy in edible branded products. I did a lot of research, spoke to a lot of people and got some initial business. Then I wondered how to get more, which took me to Google AdWords."

Creating a successful website

Miriam's Munchies already had a website, and after speaking to online marketing specialists Paramarq, Cathy embarked on a Google AdWords campaign – the results were instantaneous.

"AdWords went live on Thursday, and at 10am Friday I had a phone call from a marketing agency asking if I could help out. They were launching a prestigious perfume at Debenhams in Oxford Street that weekend and had been let down by a supplier. I made 1,800 mini cupcakes with the logo of the perfume brand ready for their event. They were very happy and that agency has become a regular client.

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— Cathy Smith, Miriam's Munchies

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:
www.google.co.uk/adwords

How Google AdWords made an impact

AdWords is one of Cathy's core sales strategies for her corporate business. She's also seen her cost per click come down considerably.

"Buying the right words and phrases through Google AdWords and the right positioning on the page has been a continuous source of new customers for me.

"As a result of analysis and Paramarq's recommendations, we've amended the website, changed landing pages, added tracking tools and developed and evolved over time," Cathy says.

"I've worked in marketing most of my commercial life and tracking advertising is notoriously difficult. Being able to track activity, test it and see exactly which words people are searching for and which ones they are buying on has reaped rewards. Compared to generic, traditional advertising – well, it just doesn't compare!"

