Sewing Success with Google AdWords

Martin Moore is the third generation to run the family furniture business. His grandfather started Moore's Reupholstery 70 years ago and as a boy Martin used to sweep the shop floor. "I was always around it, but after school I did an apprenticeship to learn the trade, and came back again." In those days, Moore's Reupholstery had four staff (today it has 22). But in 1986, Martin took over, formed a limited company and started to diversify.

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— Martin Moore, Moore's Reupholstery

The advent of advertising
Martin helped the business grow through word of mouth and listings in directories. When he produced the company's first website, things began to change. "We've always tried to be at the front of technology," says Martin. "You could see the Internet was becoming the new kid on the block so I started playing around, promoting the business through Google pay per click (PPC) campaigns and had some success."

However, Martin's online spend was also increasing. "I was introduced to Peter Swead at Paramarq, an online marketing company, and he took over the campaigns. Peter has helped make our AdWords campaigns more efficient and reduced the cost of them too."

Businesses can place adverts on websites that are relevant to their target market through Google AdWords. They select keywords and the amount they are willing to pay and only pay when a user clicks their advert. Other companies also bid for the use of each word or phrase and the highest bid gets the most exposure on the web page.

A wider target audience
Martin's Google AdWords campaigns focus on a 60-mile radius from the company's factory and retail store in Middlesex, North London, and target a niche market. "It's all about quality," says Martin. "The website is geared up to give a personal, very different service. I see every client, so have around 20 appointments a week - 45 per cent are repeat and recommended clients, the rest is thanks to Google.

"Reupholstery as an industry has shrunk but I'm covering a wider area with Google for less money. If you took Google out of the equation – the business would have folded," he says.

Martin has also found online advertising campaigns attract a larger audience to his product. "I'm doing a project for somebody who lives primarily in Dubai but also in London and they're spending about £12,000 reupholstering furniture – that was through Google.

"We're only a small company but we're turning over the best part of £2.5-3million each year."

"What we do is very unique, but Google has allowed us to capture those people looking for our service."
— *Martin Moore, Moore's Reupholstery*

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

Expanding markets

Martin has built on his success and launched a new company, [Moore's Sofas](#), selling bespoke furniture. He's also used Google's target-marketing ability to transform his website. "We used to have one huge website with about 300-500 pages, telling people everything we do. Now we have five microsites for each target audience.

"What I love about Google is you can create a dedicated site based solely on the audience you want to attract. What we do is very unique, but Google has allowed us to capture those people looking for our service. We got around £50,000 worth of business from one of our websites as a result of our Google campaigns and that was from an investment of about £1,500. So a great return."