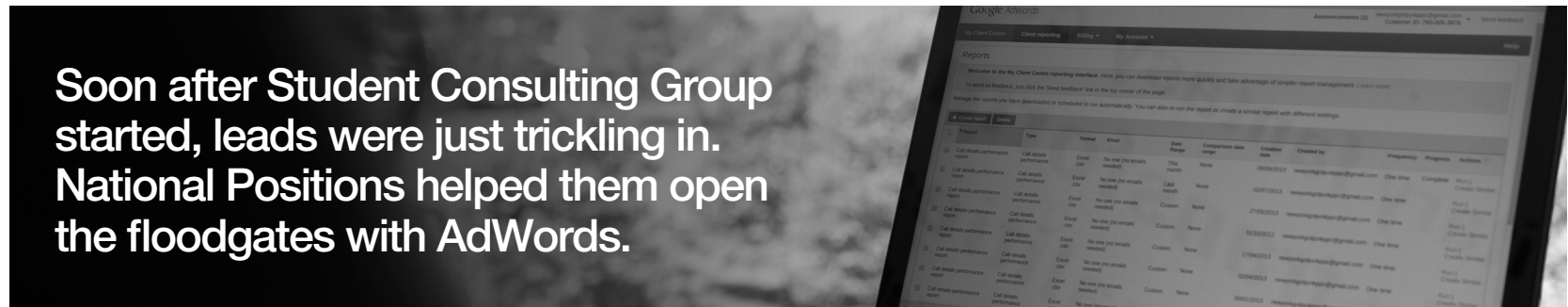


Student Consulting Group quadruples revenue with the help of an agency.

Goals:

Generate new business for Student Consulting Group, founded in 2011 to help clients with their federal student loans

- Send qualified traffic to www.fixmystudentloan.com, where prospects can get information and submit a contact form
- Encourage people actively seeking help to call Student Consulting Group rather than one of their many competitors



Results & Metrics:



Grew monthly leads by 400% after campaign optimization

4x

Quadrupled average monthly sales in just one year

20x

Drove 20 times as many phone calls per day



Tripled clickthrough rate with targeted keywords and ads



Drive Sales

Student Consulting Group & National Positions Case Study

Products: AdWords

When graduates need an advocate, Student Consulting Group lends a hand. With 12,000 clients in just two years, they recently added a second office.

Game Plan: Google AdWords

- ▶ Wrote compelling ads featuring keywords, sitelinks, and trackable call extensions
- ▶ Used remarketing to target former site visitors on the Google Display Network

“A year after starting out, we weren’t having much success. One night I happened to get a call from National Positions. With AdWords, Chris got us more leads than we could ever imagine at that point.”

**Scott Klein - VP
Student Consulting Group**

Why it worked:

Right time, right place

“Our potential customers are actively searching for our solutions when they see our AdWords ads. It’s not like we’re cold-calling or broadcasting our message on television, hoping we’ll get a bite. National Positions helps us reach people who need our services and makes sure we’re not popping up in random places that are completely irrelevant.”

Scott Klein

Honing the phone

“In the past, you might look at a keyword’s performance and think it’s not worth keeping because it doesn’t convert. But ever since we added call extensions with Google forwarding numbers, we can track whether it’s been driving calls. So if you do the math, it might be valuable to Student Consulting Group after all.”

Chris Darabi

Golden pen

“We make sure each ad contains the keyword that triggered it, which improves the quality score and increases the clickthrough rate. We also include hard numbers to give potential customers an expectation and set the ad apart from the competition. How fast can their problem get solved? How much will it cost?”

Chris Darabi - Senior SEM Analyst - National Positions

Follow the lead

“Remarketing has been great for Student Consulting Group. Sometimes people lose their train of thought and don’t fill out the form or make a call. Maybe they got distracted or accidentally closed the tab. It can take multiple touches to get a person to complete an action. So we show them ads on the Google Display Network after they express interest.”

Chris Darabi



Find your own Google Partner.

Visit: www.google.com/partners/#a_search