

## **Industry:**

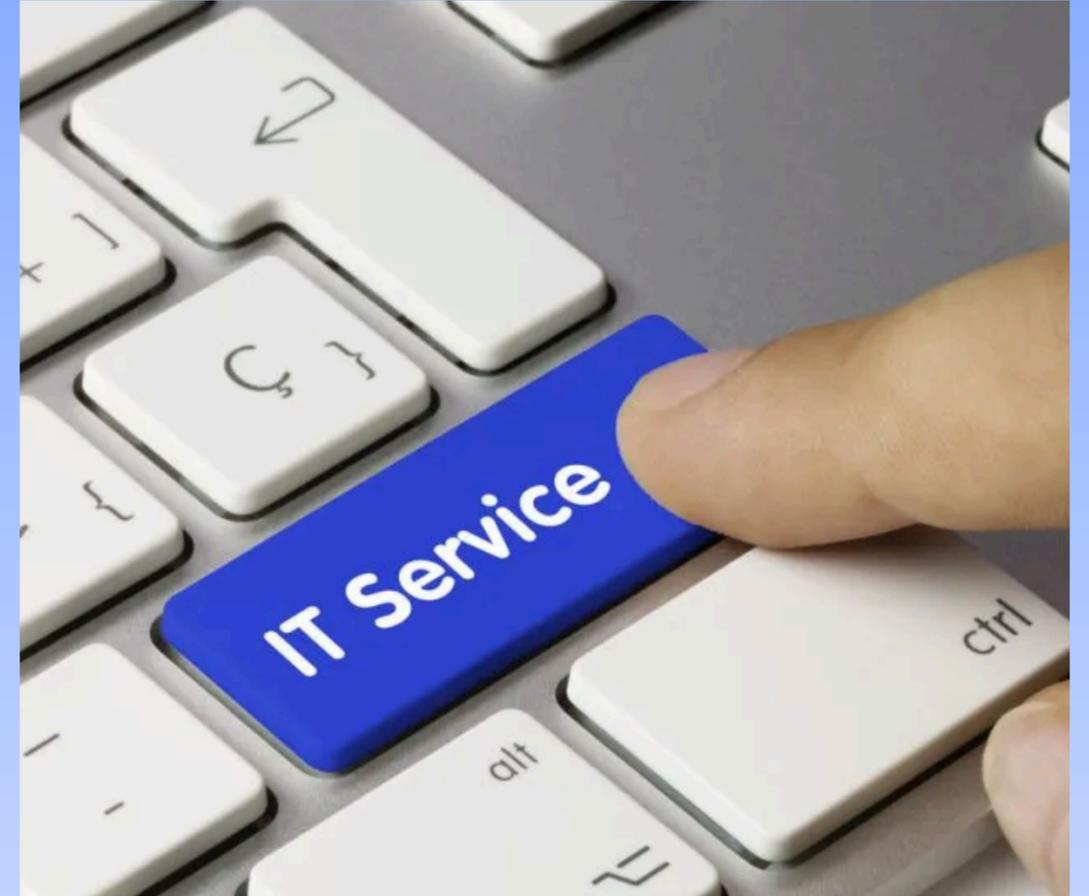
IT Services

## **Service:**

Managed IT, Cloud Solutions, & Cybersecurity Services

## **Location:**

USA



### **About Client**

This client provides managed IT services, cloud solutions, and cybersecurity support for small to mid-sized businesses in New Jersey and New York. Their offerings include 24/7 help desk support, server monitoring, cloud migrations, and proactive cybersecurity management. The business works with clients across industries such as finance, legal, healthcare, and manufacturing.

The goal was to generate high-quality B2B leads through paid advertising—specifically decision-makers interested in switching or upgrading their IT providers. They also wanted to strengthen their online visibility in local markets, especially in New Jersey and New York.

## **Goals & Challenges**

- Generate qualified B2B leads from key industries
- Target decision-makers like CTOs, IT managers, and business owners
- Improve visibility for core services like IT support and Managed IT
- Maintain lead quality while testing new offers and ad formats

## **Solution & Strategic Adjustments**

We developed a performance marketing strategy focused on capturing high-intent leads through Google ads.

### **Google Ads Approach:**

Built high intent search campaigns around keywords like “managed IT services near me,” “IT support”. Used geo-targeting to focus on the client’s key service areas (NJ, NY,) Implemented call extensions, lead form extensions, and location targeting for better local engagement

### **Landing Page Optimization:**

Coordinated with the team to align ad messaging with landing page content to make to more user friendly. Focused on trust elements like client testimonials, certifications, and case studies. Encouraged direct consultation bookings with clear CTAs.

# Google ads

Before (May to July)

Campaigns

Custom May 1 – Jul 31, 2024 < > [Show last 30 days](#)

[Campaigns](#) [Drafts](#) [Settings](#)

+ ⌵ Add filter

Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	● Campaign	Cost	↓ Conversions	Conversions (current model, by conv. time)	Submit lead form	Cost / conv.	Conv. rate	All Conversion	Optimization score	Bid strategy type	Phone call lead
⌵	📁 Drafts in progress: 0										
<input type="checkbox"/>	ⓘ	\$6,001.85	4.00	4.00	6.00	\$1,500.46	4.08%	14.00	–	Maximize clicks	0.00
<input type="checkbox"/>	ⓘ	\$5,794.49	2.00	2.00	2.00	\$2,897.24	1.98%	6.00	–	Maximize clicks	0.00
<input type="checkbox"/>	ⓘ	\$716.41	1.00	1.00	0.00	\$716.41	4.17%	1.00	–	Maximize clicks	1.00
<input type="checkbox"/>	ⓘ	\$2,304.52	0.76	0.76	3.00	\$3,037.52	0.93%	7.76	–	Maximize conversions	0.00
Total: Campaigns in your current view ⓘ		\$14,817.27	7.76	7.76	11.00	\$1,909.77	2.54%	28.76	–		1.00

# Google ads

After (August to October)

Campaigns Unsaved view (3 filters)  
All campaigns (modified)

Custom Aug 1 – Oct 31, 2024 Show last 30 days

+ ⌵ Add filter Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	<input checked="" type="radio"/> Campaign	Cost	↑ Conversions	Conversions (current model, by conv. time)	Submit lead form	Cost / conv.	Conv. rate	All Conversion	Optimization score	Bid strategy type	Phone call lead
<input type="checkbox"/>	<a href="#">30711723</a>										
<input type="checkbox"/>	<input checked="" type="radio"/>	\$1,116.67	1.00	1.00	2.00	\$1,116.67	1.52%	8.00	–	Maximize clicks	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	\$947.95	1.00	1.00	1.00	\$947.95	7.14%	3.00	–	Maximize clicks	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	\$1,680.05	1.00	1.00	1.00	\$1,680.05	3.23%	3.00	–	Maximize clicks	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	\$2,797.40	2.00	2.00	1.00	\$1,398.70	2.82%	20.00	–	Maximize conversions	1.00
<input type="checkbox"/>	<input checked="" type="radio"/>	\$4,568.42	4.00	4.00	4.00	\$1,142.11	6.67%	10.00	–	Maximize clicks	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	\$3,090.40	8.00	8.00	2.00	\$386.30	7.21%	16.00	–	Maximize clicks	6.00
Total: Campaigns in your current view <span>ⓘ</span>		\$17,646.84	18.00	18.00	11.00	\$980.38	4.42%	65.00	–		7.00

### 3-Month Performance Transformation:

Our campaign optimization delivered measurable business outcomes beyond lead generation. Within just three months, we achieved a 132% increase in lead form inquiries while cutting the cost per lead by nearly half. The improved lead quality drove multiple deal opportunities worth over \$176K, resulting in a 6.43x return on ad spend and two confirmed closed deals.

Metrics	May – July 2024	Aug – Oct 2024	% Improvement
Ad Spend	\$14,817.27	\$17,646.84	+19%
Lead Form Inquiries	7.76	18.00	+132%
Cost per Lead Form Inquiry	\$1,909.77	\$980.38	-48.6%
Conversion Rate	2.54%	4.42%	+74%
Marketing Qualified Leads (MQLs)	3	12	+300%
Open Deal Opportunities	1	4	+300%
Open Deal Opportunity Value	\$29,634.54	\$176,468.40	+496%
Closed Business Opportunities	0	2	—
Closed Deal Value	—	\$80,469.59	—
ROAS (Spend to Closed Deal)	—	4.56	—

**Thank**

**You**