



Goals achieved in a short duration of 11 Months

↑ **10%**
Increase in leads



↑ **11%**
Increase in clicks



↑ **74%**
CTR has increased



HOW SOCIAL DNA INCREASED **RAMESH WATCH-TOWER CLOCK SEARCH CTR BY 74%**

ABOUT RWC-TOWER CLOCK:

- ⦿ Ramesh Watch - Tower Clock Manufacturers, a trusted manufacturer of garden tower clocks, church tower clocks enhanced the beauty of various locations like Lumbini Park, & railway stations across Hyderabad & Secunderabad.

BUSINESS CHALLENGE

- ⦿ Tower Clock campaign needed brand awareness & cost effective marketing program to reach B2B audience.

SEARCH MARKETING CHALLENGE:

The client was very new to digital platforms & needed brand awareness through Google Ads search campaign. We have faced some challenges, such as:

- ⦿ **Target Audience:** The search listing on the Google network for the target audience was very limited & niche. To reach such a small target was a tough challenge.
- ⦿ **Cost-Effectiveness:** To reach the target numbers with a predefined CPL with a limited target audience was another tough challenge.



HOW SOCIAL DNA ADDRESSED THE NEED?

- ⦿ The first task was recognizing the relevant keywords & reaching the appropriate audience as the search volume is low for this product.
- ⦿ Made a list of negative keywords (more than 5000) to avoid irrelevant spends and irrelevant audience influx
- ⦿ Optimized keyword bids at device level & keyword level to improve the search impression share & top of the page rate as the search volume is low for this specific product.
- ⦿ AB Testing campaign has helped us to check the campaigns performance with different bid strategy & different keyword match type.



ABOUT SOCIAL DNA

The ideology of the company comes from its name instantly. We are all about everything that is Social & Digital, whether it is fans on Facebook, followers on Twitter or links on LinkedIn. Our passion for Social & Digital Marketing is in our DNA and hence it shows in the quality of work we put up for our clients.

From brand creation & development to digital interactive design, print layout to full motion graphics, website design to 3D visualization, social media, content marketing and pay-per-click expertise; we deliver measurable results with a strong focus. We thrive in creating materials that bring ideas to life in an accessible and imaginative way.

To know more about us, visit our website at www.socialdna.in