



Success Story



Regional Airline Google Ad Campaign

Google AdWords Campaign Setup
and Ongoing Optimization

Challenge

Our client, a leading regional airline, hired us to help them set up and manage a Google ad campaign that help them recruit and gain qualified applicants for targeted employee positions. As a Google Partner Agency that is Google AdWords certified, we worked as an extension of their marketing team to set up and providing ongoing optimization for a successful AdWords campaign.

Implementation

Our pay-per-click marketing services included creating ad groups, ad copy, keyword selection, location targeting, ad extensions, custom URL extensions, and bidding strategies among many other factors. We also helped them create image ad and remarketing ad campaigns.

Results

The result has been a significant increase in the number of qualified applicants for targeted position.