



## Case Study

### **Pay Per Click Advertising for Used Industrial Equipment Lead Generation**

In 2008, a large industrial equipment dealer decided to formalize the sale of used equipment by creating a new division. The new division was placed under the leadership of a veteran industrial equipment executive who began advertising on several well-known, industry-specific web sites. These banner ads were fairly expensive and were found inadequate for generating substantial leads. Seeking a better solution, the executive asked Octane Interactive's Harry Hallman for ideas.

#### **Octane's Solutions**

Hallman considered several possible solutions, but decided on a Pay Per Click (search engine marketing) program. Pay Per Click (PPC) was selected because the goal was to generate immediate leads (and sales) using a limited budget. Considering the limited budget it was decided to initially limit the PPC program to Google. Google is responsible for over 70% of the searches on the Internet. Later in the program, PPC was extended to a Yahoo/Bing program.

#### **Landing Page**

Landing pages were created by developing several microwebsites with descriptive URLs. The main landing page of the microsite includes a gallery of used available equipment complete with description and prices. The pages are user friendly and include a strong call to action.

#### **Keyword Study**

Hallman conducted a comprehensive keyword study to determine the best keywords for the various categories of equipment. The best keywords were used for targeting on the PPC search engines as well as in landing pages and ad copy. The selection of the proper keywords is imperative in generating the desired results.

#### **Ads**

The products were divided into three main groups. Ads were created for each group using a combination of subjects and body copy. There was a minimum of 15 ads per group, and each group had its own keyword bank.

#### **Management**

The program was managed by tweaking keywords, ads and cost per click to generate the best possible results at the least cost. Keywords were added and deleted based on performance. Ads were changed to enhance titles and copy to increase clicks. Landing pages were updated with new products and copy as needed.

Reports were created each month that included performance and insights gained by the PPC process.



## **Results**

Once the ads were launched, the results were immediate. Leads were received and sold within the first week. They continued (and still continue) to increase each year. In his late 2010 newsletter to employees, the CEO of the company said this:

“The used products business has had a phenomenal growth year and has more than doubled the sales that it had in 2009. This group has done a fantastic job of buying and selling units all over the world, especially through its website.”

The PPC advertising program is the only advertising program the company uses to generate leads.

## **Harry Hallman**

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