

# Google Ad Management for Software Development Firm

## PROJECT DETAILS

Digital Marketing

Apr. 2020 - Ongoing

\$10,000 to \$49,999

*"Cato Marketing is the best fit for us."*

## PROJECT SUMMARY

A software company hired Cato Marketing to generate new business. The team assists with Google Ads campaigns. They also craft landing pages for the client.

## PROJECT FEEDBACK

Quality leads have been generated because of Cato Marketing. Along with delivering great results, the team is responsive and accommodating. They ensure that their clients receive the best service possible.



## The Client

Introduce your business and what you do there.

I'm the director of a software company. We built mostly web-based software and mobile apps.

## The Challenge

What challenge were you trying to address with Cato Marketing?

The challenge was new business. I'm a software developer, so I'm not that up on marketing. I don't have time to pitch the business myself, so we hired Cato Marketing.

 **Glen Elkins**  
Managing Director, Nibbr

 **IT Services**

 **1-10 Employees**

 **York, United Kingdom**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

At the moment, their team is assisting with Google Ads campaigns. Their work involves promoting our mobile app development services. They've created landing pages for us, optimizing them for conversions.

### What is the team composition?

I believe two people do the work, but I only communicate with one person.

### How did you come to work with Cato Marketing?

I found them on LinkedIn. After talking to them, I was impressed with their experience and knowledge, so I decided to give them a try.

### How much have you invested with them?

We've spent £10,000 (approximately \$12,900 USD) so far.

### What is the status of this engagement?

We started working with them in April 2020.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

We're generating more fruitful leads because of their work. They're of a higher standard than what we were used to having. It's enabling us to push the business to what it should be.



## How did Cato Marketing perform from a project management standpoint?

We communicate through Skype, mostly.

## What did you find most impressive about them?

Cato Marketing is the best fit for us. I appreciate how fast they react to what we ask of them. There were a few times where the leads dropped off, but after getting in touch with them, their team altered things to ensure that the leads would come back. I also appreciate their effort to make everything work. Their team will try different landing pages without extra charge.

## Are there any areas they could improve?

No, not really. We're getting decent results.

