

Google Ads & SEO Campaigns for Accessories Co

PROJECT DETAILS

Digital Marketing

Feb. 2021 - Ongoing

Less than \$10,000

"I'm happy with their communication and ability to plan everything that's to come."

PROJECT SUMMARY

Cato Marketing supports an accessories company's digital marketing efforts. The team connected a Shopify site with Google Analytics to track ads' performances. They continue to manage Google Ads campaigns.

PROJECT FEEDBACK

Cato Marketing implemented ad initiatives that quickly generated increased sales, which bodes well for their coming involvement in SEO campaigns. The team is transparent, communicating campaigns' performances and continuously improving them. Their proactivity supports successful collaboration.



The Client

Introduce your business and what you do there.

I'm the CEO of a company that sells accessories with hidden pockets to store important items.

The Challenge

What challenge were you trying to address with Cato Marketing?

We hired them to help with Google Ads and SEO initiatives.



Sydney Frietsch
CEO, Accessories Co



Retail



1-10 Employees



Peoria, Illinois

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Cato Marketing helped us set up our Google Ads platform. We also have a Shopify store, and their team set up the flow from the store to Google Analytics. Every couple of weeks, they report on campaign's results.

Their team hasn't worked on our SEO campaigns. However, that's in the works. They make suggestions for content but I'm still making the edits at this point.

What is the team composition?

I've spoken with two people from Cato Marketing.

How did you come to work with Cato Marketing?

The individual who handled our social media ads recommended Cato Marketing after coming to know them through a leadership learning group.

How much have you invested with them?

We've spent approximately \$4,000 on their services so far.

What is the status of this engagement?

We started working with them around February 2021, and our partnership's ongoing.



The Outcome

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

Although we haven't been with them for long, I've seen an increase in our sales. Our metrics keep increasing as time passes.

If any issues come up with an ad, their team's on top of them. They tell us when an ad isn't performing well and suggest a new direction, providing us with a timeline for its launch. I really appreciate that.

How did Cato Marketing perform from a project management standpoint?

We communicate through numerous channels. We have ongoing emails and every two weeks, I have a video call with both team members. They do a great job of coming back with results every week.

What did you find most impressive about them?

Cato Marketing's on top of any communication that's needed. I'm happy with their communication and ability to plan everything that's to come.

Are there any areas they could improve?

No, I've been really happy with them. We're still in a learning phase, and I'm understanding of that.

Do you have any advice for potential customers?

Ask all of the questions you have because they'll answer them.

