The Restobox Process

Restobox undertakes a systematic and disciplined approach to ensure campaign success

Stage	Key Tasks

Discovery	• In-person meeting or phone call to understand your business and goals:
	  • Your key products and services and its selling point
	  • Current marketing channels
	  • Customers – demographics, preferences, habits
	  • Competitive landscape – pricing, service offering, market segments
	• Set your advertising budget

Proposal	• Restobox sends a formal proposal and agreement where you retain us to construct and manage your Google Ads campaign
Measure	• Install tracking on your website to track visitor count and conversion actions • Understand existing user behavior to see if existing site is effective and identify deficiencies
Landing Page and Design	• Landing page design, copywriting and coding or modifications to current website to improve conversion • Google Ad keyword generation and bid price
Launch	• Launch ad campaign and landing page
Review and Optimize	• Continuously revise landing page and campaign based on results and feedback • Review the campaign with clients every month to understand performance of keywords, ads and landing page

The 30 Second Rule for Landing and Product Pages

Most campaigns fail because of an ineffective landing page

- For a landing page to be effective, it must adhere to the "30 second rule"

- The sales prospect must be able to understand the following within **30 seconds**:
  - **What:** Show what the business selling? What are the options?
  - **Fit:** Does it match the specs customer is looking for? Address specific concerns?
  - **Why us**: Why should customer deal with me instead of others?
  - **Process:** What steps does customer need to take to buy and approximate cost?
  - **What next:** What does customer do next to proceed if there is interest?

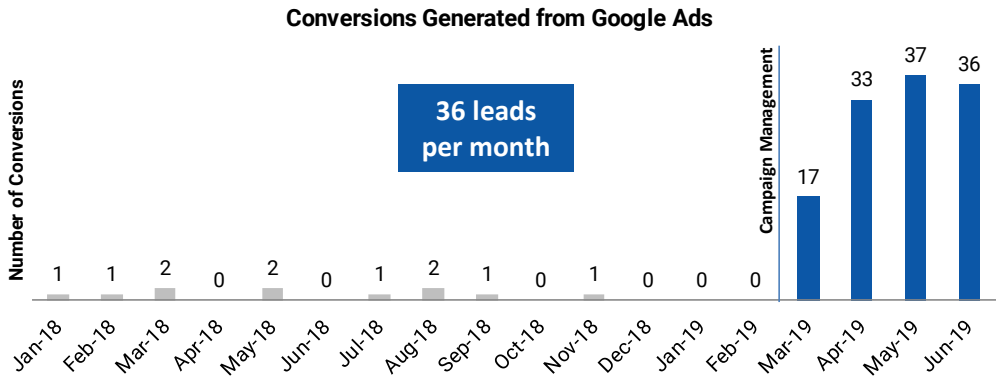
- General guidelines:
  - Must load within 3 seconds on mobile on a 3G/sub-LTE connection otherwise users will drop off
    - Page loading time counts as part of the 30 seconds user would spend on your page; the shorter the better
  - Must not require any clicking or going to another page to answer all the questions above
    - You lose visitors on every click
  - Every page should lead to the call to action button clearly and in multiple places
    - This is the action you want the visitor to do / go to
  - Lead-in to other pages to learn more for prospects doing research
    - Sometimes the prospects wants to learn more details about your product and company
    - Have "Learn more" , "See Details" and other buttons to guide them to other pages
    - Anyone is doing research and trying to dig deeper and make a purchasing decision

Results By Numbers

- Restobox creates highly effective campaigns actually gets leads and customers.
- Below shows the results we create for our clients' Google Ads campaigns

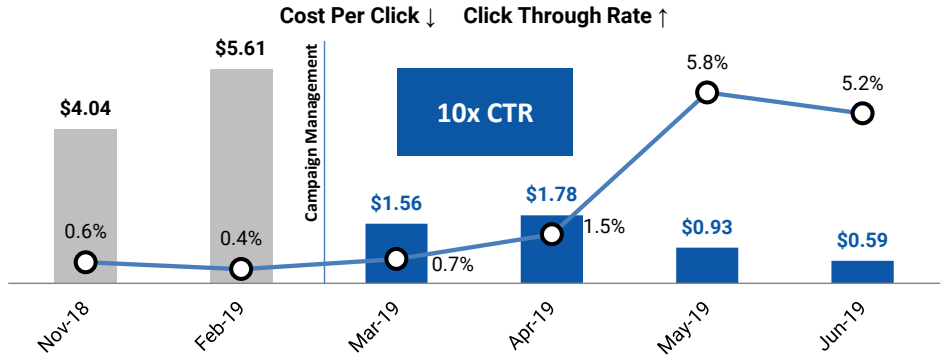
#1 Conversion Generation

- Significant increase in conversions after our involvement in Google Ads campaign
- Complete overhaul of Google Ads campaign in March, from keywords, ad copy, to landing page
- **Campaign started generating real leads for the client**



#2 Cost per Click Optimization

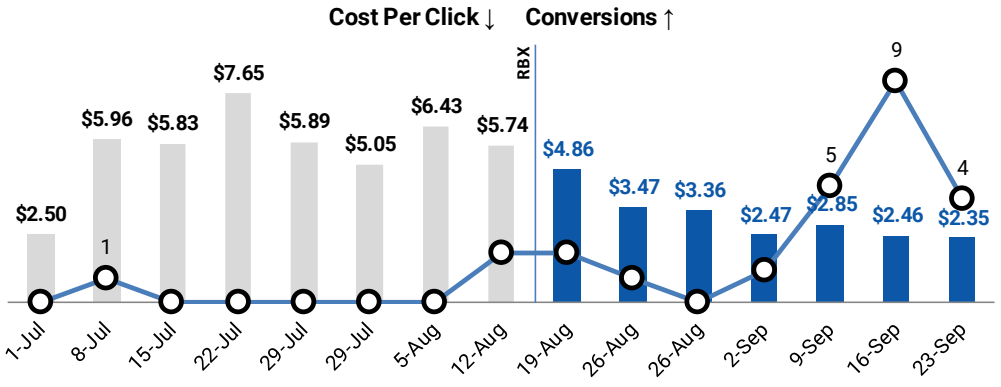
- Rehabilitated client campaign, decreasing cost per click from $4-$5 to $0.59 by June (**10x cost reduction**)
- Click through rate increased from 0.4% to 5.2% (**10x increase**)
- **We saved the client thousands of dollars and got better results**



Restobox Results By Numbers (Cont'd)

#3: More Conversions, Lower Cost

- Significant increase in conversions
- Complete overhaul of Google Ads campaign and bidding strategy
- **From zero conversions a month to >20 after peak season (summer)**
- **Cost decreased from $6.43 per click to ~$2.35 per click (64%)**



#4: 753% ROI on $655 Ad Spend

- New e-commerce store looking to augment existing client base
- **Spend $655 to earn $5,588 in revenue, representing 753% return on investment**

