



The Performance Marketing Specialists

**CASE STUDY**

Since 2008 Garden Bargains (now owned by Ideal Shopping Direct) has grown into one of the UK's leading online gardening retailers

They have created a unique opportunity for people with or without gardens, to grow fresh fruits & vegetables. With many years of experience they were able to simplify the sometimes confusing ways of growing, into plain and simple advice on what to grow – and how. Many of their plants can be grown on balconies, small patios and decking. They only choose plants that are easy to grow and will give successful results with minimum experience.

*Garden Bargains wanted to expand their online reach and increase sales via non-branded search terms, so they decided to hire firstClick digital as their dedicated digital marketing agency, to help incrementally grow their search marketing activity.*



**91% Growth in Sales**  
year on year for generic based search terms\*

## Our Approach

We were tasked with taking over a poorly performing pay per click account and increasing sales across generic search terms. Our ultimate aim was to generate sales in volume via advertising on Google, Yahoo and Bing within the UK, while maintaining a healthy ROI for them. We started off by conducting competitor and keyword research, and generated thousands of keywords to be included within the campaign. We then proceeded to restructure the PPC accounts and set dynamic adverts pointing to specific high converting inner landing pages. The next steps involved on-going optimisation and account growth while adhering to the latest search marketing best practice techniques.

### Objectives:

- Restructure the existing PPC account
- Generate sales via generic search terms, increasing Year on Year
- Conduct competitor research and generate comprehensive keyword list
- Launch advanced display retargeting/remarketing campaign to capture any lost customers

## Results

Within 3 months of launching the campaign generic sales had increased significantly and we were able to deliver a year on year growth in generic sales of **91%**. We also created seasonal campaigns to ensure correct products were being actively promoted during their annual seasonal trends, which helped maintain good sales volumes in traditionally weaker months.

\*September 2010 vs September 2011