



CASE STUDY

Using Google
Ads to Grow
Your Business.

How *Joe's Florist and Garden Center* Uses Google Ads to Grow Their Business

At Emotive Brand Works we help businesses like, *Joe's Florist and Garden Center* (a fictional company for the basis of this case study) navigate the world of digital marketing. With a tailored approach to online advertising, we empower local businesses to expand their reach and drive measurable results.

This case study illustrates how *Joe's Florist and Garden Center* used Google Ads to gain consistent visibility, attract local customers, and grow their revenue.



Company Background

Joe's Florist and Garden Center, founded in 2016, is a family-owned florist and garden center located in downtown Philadelphia, Pennsylvania. The business offers a variety of flowers, plants, and landscaping supplies, catering to both residential and commercial customers.

In addition to their physical storefront, *Joe's Florist and Garden Center* operates a robust e-commerce website that allows customers to easily browse and purchase garden supplies and floral arrangements online.

Online advertising accounts for 65% of their annual marketing budget, while the remaining 35% is invested in traditional marketing channels like local radio and TV ads.





The Challenge

In a highly competitive space, Joe's Florist and Garden Center needed a way to ensure they stayed visible without relying solely on organic search.

As a small, local business, one of *Joe's Florist and Garden Center's* biggest challenges is competing with national brands for visibility in Google's search results.

Search Engine Optimization (SEO) can be particularly difficult for small businesses when national brands with large marketing teams and extensive budgets dominate the search engine results pages (SERPs).

Though Joe's Florist and Garden Center does rank well for certain local keywords, these rankings are often inconsistent and can fluctuate. Without a stable and predictable ranking, the business was vulnerable to missing out on potential customers, impacting both foot traffic and online sales.



The Approach

To maintain a consistent and visible presence in search results, *Joe's Florist and Garden Center* turned to Google Ads. Google Ads allowed them to target specific local customers actively searching for their products or brand name.

Here's how the Google Ads approach worked for Joe's Florist and Garden Center:

- **Local Targeting:** *Joe's Florist and Garden Center* used geo-targeting to ensure their ads were shown to people specifically searching for flower and garden products in the Philadelphia area.
- **Keyword Bidding:** By bidding for keywords directly related to their business name and, the business ensured that its ads appeared at the top of search results whenever potential customers looked for these specific terms.
- **Professional Support:** *Joe's Florist and Garden Center* partnered with a marketing firm to manage their ads. This allowed the business to focus on what they do best, running a florist and garden center.
- **Ads in Addition to SEO:** While SEO provided some organic traffic, *Joe's Florist and Garden Center* couldn't rely solely on it. Google Ads acted as a backup to ensure the business remained visible even when SEO rankings fluctuated.



The Results

By leveraging Google Ads, Joe's Florist and Garden Center saw impressive results:

- **Consistent Visibility:** Even when SEO rankings fluctuated, *Joe's Florist and Garden Center's* Google Ads ensured that they were still visible at the top of search results for key terms, leading to more online and in-store traffic.
- **Increased Local Traffic:** With local targeting, their ads effectively reached customers in the Philadelphia area, resulting in higher foot traffic to their storefront. Customers were able to find their business quickly when searching for local flower shops or garden supplies.
- **E-commerce Growth:** Google Ads not only helped increase foot traffic but also boosted sales through their e-commerce platform, where local customers could order flowers and garden supplies for delivery.
- **Reduced Time on Ad Management:** With a marketing expert handling their Google Ads campaigns, *Joe's Florist and Garden Center* owners didn't have to worry about keeping up with software updates or ad changes. This allowed them to focus on running their business and keeping customers happy.



Conclusion

Google Ads helped *Joe's Florist and Garden Center* overcome the challenges of competing with larger national brands by providing a consistent presence in Google's search results. With local targeting and professional management, they were able to stay in front of their ideal customers, both online and in their local community.

At Emotive Brand Works, we help businesses of all sizes harness the power of digital advertising to achieve growth. Contact us today to discuss how we can create a tailored Google Ads strategy to help your business succeed.