



# Optonica uses Google Search Network to expand their business on a global scale

## Goals:

- Increase online presence
- Generate phone calls
- Generate website enquiries

## Approach:

- Initial research on the client business
- Use of Keyword Planner Tool
- Implementation of Google Analytics
- Setting-up Google Conversion Tracking

## Results:

- Export in 16 countries
- Over 10 000 website enquiries generated
- Over 5 000 phone calls made

## Introduction

Optonica is a young and fast growing Bulgarian company, established in 2011. Their core business is import and distribution of LED lighting products. Their main focus is not selling directly to clients, but rather finding resellers who deal with marketing and sales in different countries around the world.

## Objectives

The core goal for Optonica was to develop a strong distribution network through resellers worldwide. Initially, the company relied on personal contacts, email marketing and cold calling as means to finding new partners. This strategy, however, proved inefficient and did not provide the results that the board of directors anticipated.

Advertise was hired to develop a web presence for the company and to offer advice on how their products can be popularized via the Internet. The main goal was to generate leads in the form of phone calls and website enquiries from potential resellers.

## How did we approach the campaign?

The first step was to gain insight into the client's business, their requirements, their KPIs and their competitors. This initial research pointed out that the best approach to reach potential resellers would be through the Google AdWords Search Network. Using the Keyword Planner our team revealed that there are high search volumes for keywords about the products our client offers. This was good news for us as we understand that search connects businesses with potential customers exactly when they are searching for the product or service. What is more, we know from our experience that this channel usually generates excellent return on investment for our clients. Another important part of our strategy was to be able to show the client the effectiveness from the search campaign, this is why we took great care into developing a measurement strategy. We identified what actions on the website were important and deliver real value for the business. Then, we use Google Analytics and Google Conversion Tracking to capture the data related to those actions. Initially, we would start with very few markets using Google Translate for the ads and keywords. If this approach proved effective, we would then expand by adding new markets at faster rate and would also aim to improve the quality of the campaigns by using local partners and agencies to ensure that search campaigns were up to par.

## The Results

Google Search Network has been extremely successful for our client. Over the period of 4 years Optonica has created a network of 9 major resellers (with hundreds of minors) in over 20 countries. The advertising campaign now runs in 16 countries and is being expanded rapidly. Over the campaign period we have managed to attract over 10 000 website enquiries and over 5 000 phone calls. Optonica is now one of the leading providers of LED lighting products in the world. They are now looking to start an online store that will sell products directly to end clients worldwide. This shows the power of Google Search Network and how it helps local brands expand their business around the world in a matter of years creating tremendous opportunities for export businesses.