

# Digital Advertising To Boost Sales

Control Yours & Ward Laboratories

## OVERVIEW

Ward Laboratories is a full-service testing laboratory that has been analyzing samples for farmers, ranchers, brewers, homeowners, and producers of every kind for almost four decades. They're headquartered right here in Kearney, NE. Their mission is to deliver data to their customers, so they can make better management decisions—whether their customer's goal is healthier livestock, resilient crops, safe drinking water, or the perfect craft beer brew!

## OUR APPROACH

Ward Laboratories partnered with Control Yours to create a digital advertising campaign to strategically target national and global producers who are looking for analytical soil testing. Rather than hiring sales representatives to physically travel to untapped areas, we provided the opportunity for producers to purchase a testing kit online. Doing so enabled Ward Laboratories to make a large impact with their limited budget while also allowing their employees to be focused on other areas.

## THE CHALLENGE

With a relatively small, local team, Ward Laboratories isn't able to physically reach all of its potential markets that have producers who are interested in their wide array of testing services.

## OUR PROCESS

- 1 Together with Ward Laboratories, we strategized the:

  - Goal of the campaign
  - Desired outcome
  - Target audience/demographics
  - Optimal budget
  - Keywords to rank high for
  - Campaign performance tracking
- 2 We wrote, designed, & developed a landing page with targeted calls-to-action (CTAs).

**Primary CTA:** 'Submit a Soil Sample'  
**Secondary CTA:** 'Tell Me More.'

*Both CTAs were used to collect valuable data from potential customers, and to integrate data into ActiveCampaign for future marketing efforts.*
- 3 We analyzed keywords provided by the client, suggested other keywords to use, and created copy for the digital ads themselves.
- 4 We set up a performance tracking system to see if traffic from the digital campaign resulted in a direct conversion – in this case, a form fill or a purchase – or direct engagement with any buttons on the page.
- 5 Upon approval, we set the digital ads and landing page live!

SEE THE RESULTS



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## RESULTS

In the first six months of their digital advertising campaign, Ward Laboratories saw great results!

**7,149**  
Clicks 

**\$0.51**  
CPC  
Cost-per-click 

**4.59%**  
CTR  
Click-through-rate 

**8,426**  
Website  
Engagements 

**361**  
Website  
Conversions 

### *VS. industry averages for consumer services*

*CPC: \$6.40 | CTR: 2.41% | Average Conversion Rate: 6.64% | Avg. Cost Per Action: \$90.70*

“I would recommend a digital ad campaign to businesses looking to reach a large geographical area with a limited budget and a small business development team.”

**HANNAH GAEBEL**

*Support Agronomist/Marketing Manager  
Ward Laboratories*

## ONGOING SUPPORT

Managing a digital ad campaign is sort of like teaching a child to ride a bike—running behind her with your hand on the seat, stabilizing, correcting, the occasional little push to get up the hill. That’s what Control Yours does for our clients. Based on the data we gather, we strategically tweak our clients’ campaigns along the way—optimizing keywords, honing in on target demographics, and updating ad copy as needed. While the initial landing page/ad set up is important, the ongoing, monthly support we provide our clients allows them to do what they do best—and leaves the data collecting and analyzing to us.

## CONCLUSION

Digital advertising is a great way for a small business with a limited budget to reach potential customers! Our team would love to visit with you about building and managing a digital advertising campaign for your business.

*Ready to invest in real results?*

**visit [controlyours.com/digital](https://controlyours.com/digital)**

