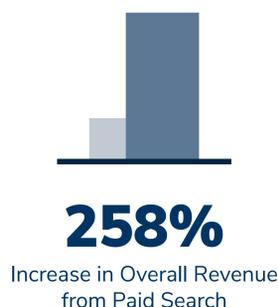


Red Land Cotton

RED LAND COTTON

Red Land Cotton is a small family owned and operated company offering heirloom-inspired linens that are grown and sewn in the U.S. Their family farm uses the most up-to-date sustainable farming practices and oversees manufacturing from seed to stitch for unmatched quality control and an exceptional final product. When you think of the American dream, this is the type of business that comes to mind.



Red Land Cotton sells their linens online on their eCommerce website, as well as in their brick and mortar store located in Alabama. The company was running paid search ads, but was having a difficult time keeping up with the ever-changing Google Ads platform. To make matters worse, Red Land Cotton's owner did not have the time or knowledge to effectively manage her business, run paid search ads, and focus on her website's search engine optimization. As the work began to pile up, she realized she needed to partner with an agency to manage her paid search ads so that she could focus more on running her business. She handed her digital marketing efforts over to the experts at Logical Position (LP) and we took it from there.



Red Land Cotton's goals were easy: they wanted to boost their monthly revenue through increased brand awareness and by driving highly qualified traffic to the website. LP used a multi-pronged strategy to ensure we hit Red Land Cotton's revenue goals. First, we restructured the Google Ads campaigns by segmenting our ad groups using single product ad groups. This style allowed us to control bids at the product group level to better optimize poor performing products and allocate more budget to high performing products. Next, we implemented Gmail Sponsored Promotion Ads, which increased our brand awareness and quickly became a low-cost revenue driver.

Red Land Cotton's goals were easy: they wanted to boost their monthly revenue through increased brand awareness and by driving highly qualified traffic to the website. LP used a multi-pronged strategy to ensure we hit Red Land Cotton's revenue goals. First, we restructured the Google Ads campaigns by segmenting our ad groups using single product ad groups. This style allowed us to control bids at the product group level to better optimize poor performing products and allocate more budget to high performing products. Next, we implemented Gmail Sponsored Promotion Ads, which increased our brand awareness and quickly became a low-cost revenue driver.

The final strategy we used was creating Responsive Display Ads and applying custom intent audiences to them. This allowed us to show engaging display ads to people who were searching for products similar to what Red Land Cotton sells. Using a diverse mix of Google Ads campaigns proved successful, and within just 6 months website traffic went through the roof, skyrocketing an incredible **105%**. But things just kept getting better— revenue shot up by **258%** and the conversion rate increased by **104%**. Since Google Ads had proven itself as a true revenue generator, we suggested the linen company start on Microsoft Advertising to boost brand awareness even more. This produced a **9.18x** return on ad spend and an additional \$45,535 in revenue within the first 6 months!



When looking at the big picture of Google Ads, there's more to it than meets the eye. Although focusing on revenue and brand awareness might be the most important things for a business' bottom line, there are other metrics to consider to assess the health of your Google Ads account, such as your Google Analytics goals. In the case of Red Land Cotton, we decreased their bounce rate by **84%**, increased average session duration by **10%**, and increased pages per session by a whopping **81%**. Everyone knows customers who spend more time on a website are more likely to make purchases! When asked how Logical Position has helped her business, Red Land Cotton's owner, Anna, responded,

"I truly believe LP is the real deal. They speak in terms you understand and seem to genuinely care about the success of your business! I plan to continue growing my business using their expertise and skills."

Now that's the American dream, manifested.

Ready to Find Out What Makes Us Different?



GET STARTED NOW

1.800.875.2129 | info@logicalposition.com
Oregon | Illinois | Nevada | Texas | N. Carolina | Colorado | Arizona