

# How We Help SaaS Companies Grow

Azpiral Training & Mentoring Case Study



**DIGITAL** trawler



azpiral



# Brief

Azpiral has an existing marketing team. They had existing knowledge of Google Ads and wanted to build upon this to be able to increase return from their marketing spend.

# Solution

## Needs Analysis

We revised their existing account to understand what issues they were facing as well as a consultation with the marketing team to understand their frustration

## Training

After this a customised training course was delivered to help the team better understand the structure of Google Ads. We also went into more detail on targeting methods to help them reach their customers in a more personal way.

## Mentoring

For the next 6 months we mentored the team. During these consultations we would dip in and out of the initial training focusing on specific parts of the account to help them understand in greater detail the outcome of their actions.

# Outcome

The team can now operate and manage the Google Ads account independently.

- Ensure campaigns and ad groups produce a reasonable return on investment
- Target specific ads at specific customers
- They can audit accounts to ensure they are as efficient as possible
- Generate reports for senior management
- Consult management on how to increase their return

# Results

When the training started vs after the training had finished

**60%+**

**Decrease In Cost Per Lead**

**900%**

**900% Increase In Leads**

# Testimonial

*“We were delighted with Digital Trawlers service. We needed support and education in Google ads to bring our google ads strategy to the next level and drive ROI. Digital trawler customised a 6-month program for our marketing team to educate the team on areas they specifically highlighted. Digital trawlers knowledge and delivery hugely benefitted the team and they are now getting valuable leads from google ads and continuing to evolve their google ads strategy, thanks to Digital Trawler.”*

Emma, Digital Marketing Manager, Azpiral

# We'd Like To Help You

If you'd like us to help you in a similar way as to how we helped Azpiral all you've to do is

Send an enquiry email to: [ronan@digitaltrawler.com](mailto:ronan@digitaltrawler.com)

Call us on: 00353 (0)61 503 112

Message us on any social media platform

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