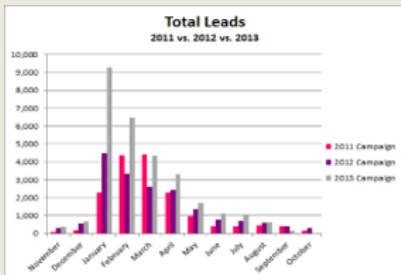




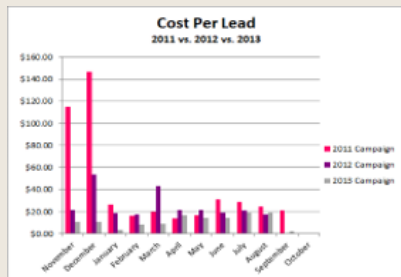
# PAID SEARCH CASE STUDY

Lodestar Marketing Group Increased the Number of Walkers While Reducing the Cost Per Lead for the 2-Day Walk to Cure Breast Cancer Event.

## RESULTS



**77% INCREASE  
IN TOTAL LEADS  
BETWEEN YEAR 1  
AND YEAR 3**



**69% DECREASE  
IN COST PER  
LEAD BETWEEN  
YEAR 1 AND  
YEAR 3**



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

**SARAH SCHWITTERS**  
Lodestar Marketing Group

## INTRODUCTION

This foundation holds eight walks across the country to raise money to cure breast cancer. They wanted to increase awareness of their walks and generate more leads and registrations through search marketing.

## PROBLEM

The foundation was experiencing a downturn in interest and registrations over the past several years and needed to find a way to reinvigorate the campaign. They primarily utilized direct mail and telemarketing, and the campaigns were significantly underperforming.

## SOLUTION

Lodestar Marketing Group implemented a rigorous test campaign to determine how to increase total leads cost-effectively while still generating quality leads. Lodestar implemented paid search campaigns in Google, Yahoo, and Bing.

## RESULTS

In the first year, Lodestar generated 16,000 total leads at a cost per lead of \$38. In year two, 17,800 were generated at a significantly reduced cost of \$21 per lead. In year three, 29,000 leads were generated for \$11.50 per lead. The digital marketing test strategy allowed the team to continually optimize the campaign, which generated significant improvements and reinvigorated the interest and participation in the breast cancer walk.

## CONCLUSION

Lodestar Marketing Group helped this foundation implement a digital marketing strategy that significantly improved the number of walkers in the breast cancer walk while lowering costs. The foundation was nearly ready to cancel future walks, but the new strategy was successful at not only sustaining but growing the program. Lodestar Marketing Group is dedicated to finding effective solutions for all our clients to help them reach their marketing goals.