



“Local business ads have built on our overall great results from AdWords by increasing ad exposure and promoting our individual stores.”

Dillon Smith

Paid Search and Marketing Analyst
for Golfsmith



Who they are

Over 70 superstores across the US
Online storefront
Golf and tennis equipment and apparel

What they needed

- To promote local stores online
- To build on the success of their Google AdWords campaign

What they did

- Added Google local business ads to their existing Google AdWords campaigns
- Created local business ads for each of their 70+ storefronts
- Promoted their store locations on Google Maps and Google.com

What they accomplished

- Increased overall AdWords impressions and clicks
- Achieved over 6% click-through rates on their local business ads
- Drove new customers to local stores while maintaining online conversions

Golf in the neighborhood

By using Google local business ads to promote their 70+ store locations on Google Maps and Google, Golfsmith built on their search marketing success, driving more visits to their stores and more clicks on their website.

Innovation on the links and on the web

Throughout their 40+ years in operation, Golfsmith has grown to become a leader in the specialty golf retail space through a spirit of continuous innovation. That innovation remains as an essential part of the company's DNA. It shows in their 70+ (and growing) stores, which provide Golfsmith "Guests" with high-tech playgrounds in which to learn about and try out new equipment. It shows in a sophisticated, aggressive approach to integrating web-based, store-based, and print catalog experiences. Innovation also shows in Golfsmith's embrace of Google AdWords and Google local business ads to reach potential customers on the web.



Golfsmith and Google get local

As Paid Search and Marketing Analyst for Golfsmith, Dillon Smith knows that Google AdWords is a valuable part of his online marketing tool kit. For example, Smith can create an ad, or sponsored link, to appear when a Google user searches for "new golf clubs." Golfsmith only pays if someone clicks on their ad, and online tools easily track the company's return-on-investment. Smith knew Google AdWords was driving sales to the Golfsmith online store, but he had another question: What about our store locations? Can Google help us bring customers to our physical stores as well as our virtual one?

That's when Smith discovered Google **local business ads**, a unique type of AdWords ad designed just for storefront locations. Smith created local business ads for all of Golfsmith's 70+ global locations. That way, when people search Google Maps for golf-related terms, they can see Golfsmith ads for nearby locations. Not only does each of these ads include an address and phone number, but Golfsmith's customized logo and photo also appear right on the map. And Golfsmith still pays only when someone clicks through to their website.

Local business ads also help Golfsmith reach local customers on Google.com and Google's network of partner websites. That's because a text-only version of the ads can appear to Google users who are near a Golfsmith store location (as identified by their computer's Internet Protocol address) or to users who enter a local search like "Palo Alto golf stores".

Going for the green

Local business ads have been a hit at Golfsmith. Says Dillon Smith: "Local business ads are useful in multiple ways – yes, they're going to drive traffic to our site. On top of that, they're one more way to say, 'Hey, we have a store right around the corner from you.' We've found them to be a tremendously useful way to drive traffic to our brick-and-mortar locations."

ABOUT GOOGLE ADWORDS

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit <http://adwords.google.com/>.

Smith and his team don't see local business ads replacing their regular AdWords ads, which continue to promote their online storefront. Instead, they attract a different kind of prospect: one searching online, but ready to browse or buy in person. The Golfsmith team created their local business ads with just these customers in mind, including ad copy such as "Order Online, Pick up in Store!" The strategy has paid off. "We've seen a steady increase of both ad impressions and clicks," says Smith. Indeed, Golfsmith's local business ads have achieved click-through rates – that is, the percentage of viewers who ultimately click the ad – of upwards of 6%.

[A hole-in-one \(sorry, we couldn't help ourselves\)](#)

Thanks to the strong customer response, local business ads have become an established part of Golfsmith's search marketing strategy. Smith mentions another advantage, too: ease-of-use. The Golfsmith search marketing team can promote store locations across the country with a single Google AdWords campaign. They can apply the same ad text to all locations, or try different messages in different regions. All in all, local business ads are an "easy to implement and effective cross-channel marketing solution."

"Local business ads have built on our overall great results from AdWords," summarizes Smith, "by increasing ad exposure and promoting our individual stores."

