



Oasis Advanced Wellness

<http://www.oasisadvancedwellness.com>



ABOUT VIRANTE

Virante has been a part of the web marketing industry since the late 1990's. Focused specifically on Search Engine Optimization in its early years, Virante earned a reputation of "zero to one million", empowering numerous companies to grow to a million in sales. Virante's expansion into the remainder of online marketing has been similarly fruitful, creating the "rent-to-own" strategy for building and sustaining traffic and qualified leads for any web site or business. Subsequently, Virante has been tapped by the Wall Street Journal to provide web marketing expertise to its readership.

For more information, visit:
<http://www.virante.com>

Cost-Per-Click Campaign Creation Oasis Advanced Wellness

Customer Profile

Founded in 2004, the Oasis Advanced Wellness (OAW) vision is to provide safe and non-toxic solutions for all health concerns through on-going cutting-edge research and development. OAW has quickly earned the trust of customers and professionals alike.



Marketing Challenges and Goals

- Create Cost-Per-Click Programs
- Generate new traffic and conversions
- Prove performance with modest budget
- Target products in a competitive market

The Solution

- Create customized paid-search plan
- Create Google AdWords and Yahoo! Sponsored Accounts
- Target specific high ROI keywords and products
- Use profits to expand reach

Results

- Increased revenue: 12%
- High ROI: 1035%
- Improved search visibility
- Expanded advertising reach
- Insight into search behavior and web site performance

Business Overview

Oasis Advanced Wellness provides professional and hi-tech natural health solutions for total health and well-being. OAW offers an extensive library of educational material related to natural health education which is augmented by the sale of over 90 natural health products. The business began in 2004 and had focused primarily on organic search marketing and affiliate marketing prior to expanding into paid-search strategies.

"I just want to thank Virante for the job you are doing with OAW's cost-per-click program! I am very happy with the results! Traffic to the web site is up and more importantly sales are up as well! I look forward to expanding our CPC program as it's really paying off! Thanks so much!"

*Loretta Lanphier, ND
CEO/Founder
Oasis Advanced Wellness, LLC*

The Virante CPC staff members are all industry qualified individuals with years of search engine marketing experience. Each account is assigned a dedicated CPC representative who will work closely with the client to achieve their goals.

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www.virante.com/services/web-marketing/paid-search/



Marketing Challenges and Goals

OAW wished to expand its marketing efforts from primarily organic search engine optimization (SEO) to include paid-search marketing. The market for natural health products is a competitive environment with a wide variety of competitors both trustworthy and not so trustworthy. The goal was to create a paid search program which portrayed a trustworthy, professional and competent natural health care online entity providing quality educational information and a cost-competitive product line.

The Virante Solution

Virante created a customized paid search marketing plan based upon OAW's specific business needs. CPC programs for both Google and Yahoo providers were established. In order to optimize the available budget very specific target keywords were used in order to maximize return on investment from the CPC programs. Specific products were chosen for advertising to maximize overall exposure and ROI. Using profits generated from the program the accounts were expanded to include the full product line. During the course of the campaigns analysis was performed to gain insight into search behavior which could be applied to other marketing efforts such as organic SEO and email marketing. Google's Website Optimizer product was also employed to perform A/B split testing to help improve conversions for both paid search and overall site visitation.

Results

The results of the cost-per-click programs was increased overall revenue with the CPC programs accounting for over 12% of total revenue, a high return on investment with a 1035% revenue to investment ratio, insight into landing page performance as well as an increased loyal returning customer base. Information gathered from the paid-search program has also been used for other marketing initiatives including organic search programs and email marketing campaigns.