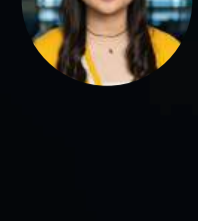


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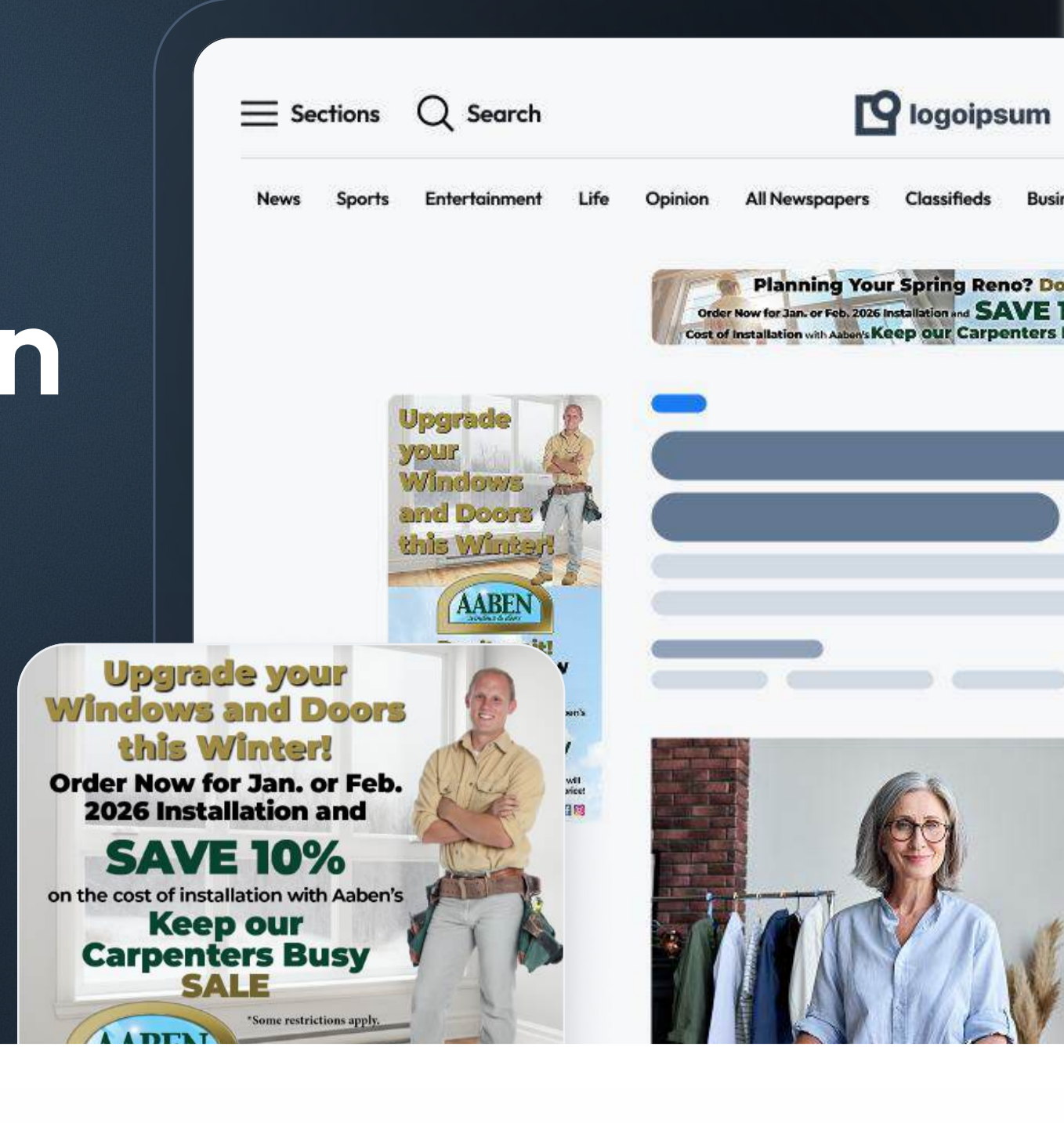
Turning the Off-Season into Opportunity with Google Display Ads



Isabella Zhang
Paid Ads Specialist



Brennen Coulson
Paid Ads Specialist



Overview

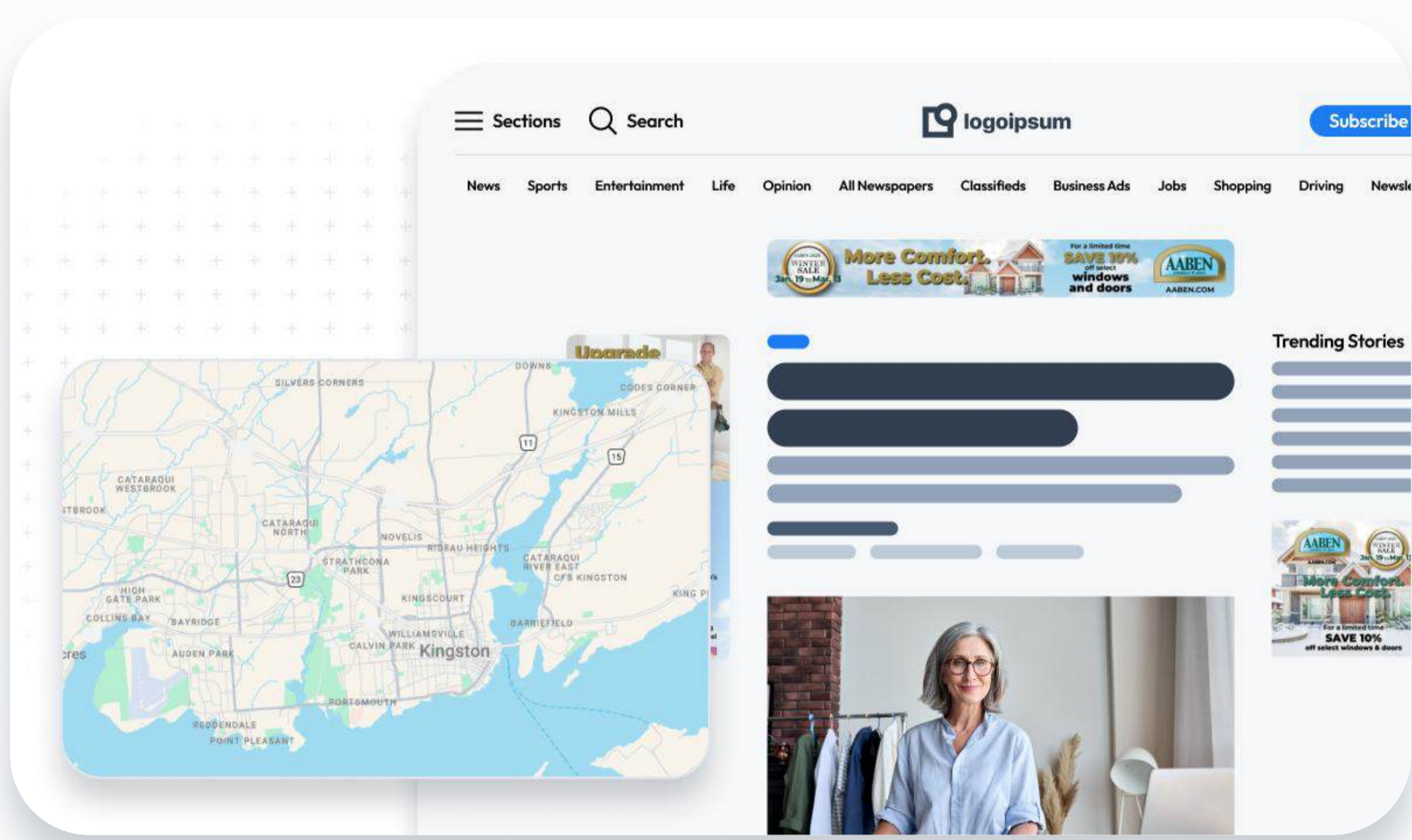
If you have ever worked with a seasonal business, you know how challenging it can be to keep momentum going during slower periods. That is the exact situation Aaben Windows & Doors was dealing with when they approached us. They are a long-standing local company in Kingston, Ontario, and they needed a strategy to keep their calendar full as winter approached.

The client wanted to promote a limited-time offer and generate enough leads in November to keep installation crews busy throughout the quieter January and February months.

The Aaben team already had a bold, creative concept in mind: something lighthearted and fun with a friendly, approachable tone. Our role was to build a strategy that ensured the right people in the right places actually saw it. This led us to create a fall promotional campaign using Google Display.

Goals

- Promote a time-sensitive fall sale using Google Display.
- Drive a higher volume of leads, with a strong focus on phone calls.
- Maintain installation bookings during the slower winter season.
- Make the most of a modest \$ 500 ad budget with precise targeting and smart optimization.



Challenges

Display ads come with a reputation. They deliver big reach, but not necessarily big conversion results. Our team knew we needed to strategize carefully to avoid the usual pitfalls.

We had to focus on solving various core challenges before they arose:

- Preventing unnecessary spend on irrelevant impressions.
- Avoiding traffic from outside Aaben's service radius.
- Working within a short campaign window with enough agility to make fast improvements.

With the right planning and constant collaboration, we were able to build a foundation that made strong performance possible.

Our approach

1. Start with smart targeting

We narrowed the geotargeting to Aaben's exact service area. This ensured that impressions went only to people who could realistically convert. We also created a detailed exclusion list that we updated regularly based on performance data.

2. Leverage strong creative

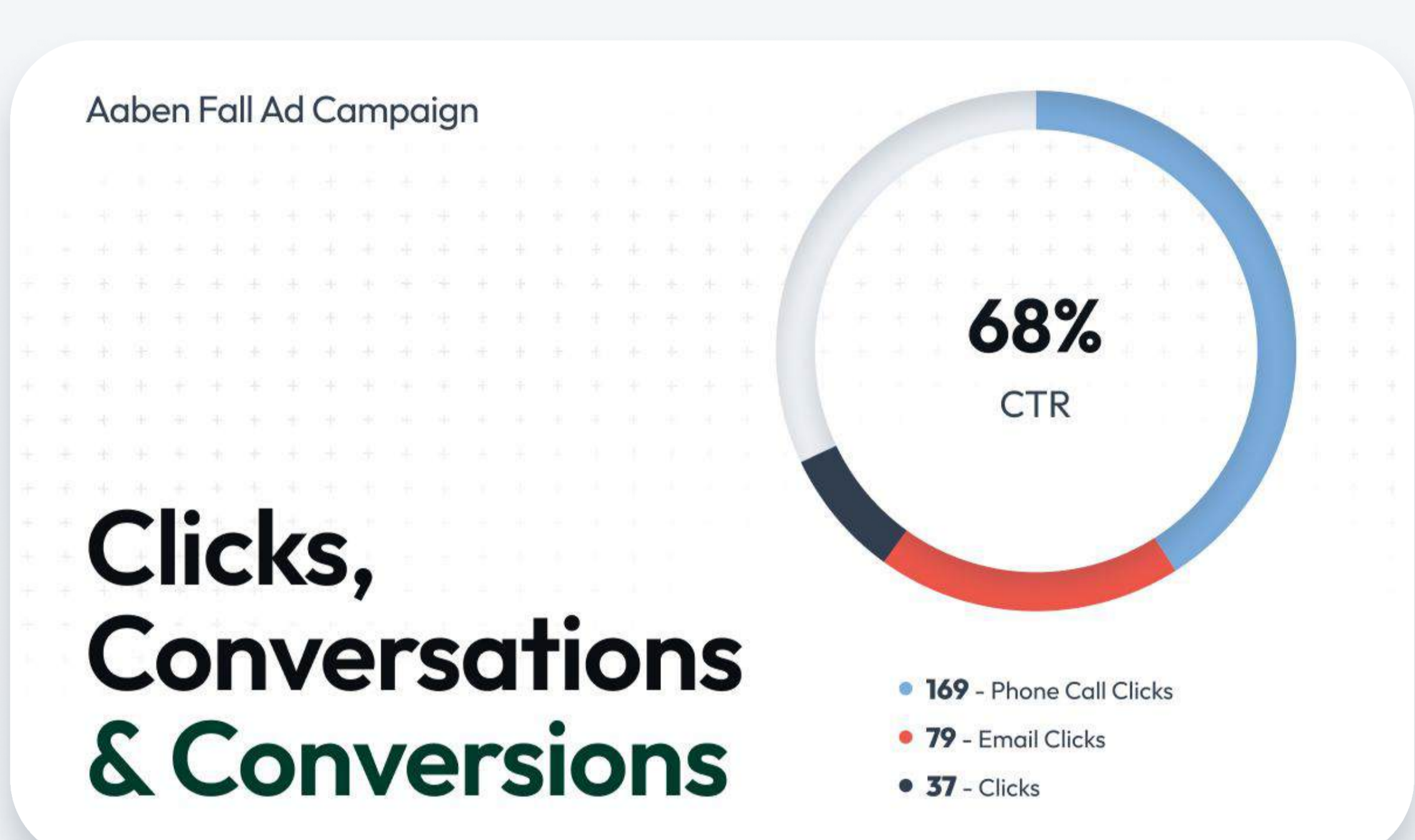
Aaben provided creative assets that were fun, witty, and original. They reflected their unique voice and immediately stood out to their target audience of established homeowners. We also requested a wide range of aspect ratios to ensure complete coverage across Google's placement inventory.

3. Keep optimizing

The campaign ran from October 21st to November 8th. Given its short duration, we held frequent check-ins and made real-time adjustments. The Aaben team was responsive and collaborative, which helped us move quickly and stay aligned.

4. Maximize the budget

With a \$500 spend, every choice mattered. Display can stretch a small budget surprisingly far when targeting, placements, and creative all work together. We used data-driven optimization to push the budget as efficiently as possible.



Results

The performance of Aaben's Google Ads spoke for itself:

- Phone call clicks from this promotional campaign: 169, resulting in 40+ appointments booked during typically slower months.
- Phone call clicks from all other display campaigns combined: 29

This single campaign generated nearly six times as many phone call clicks as all other display campaigns combined. It showed that a well-executed display can do far more than raise awareness. It can directly influence conversions.

“ As a proudly local family-run company who employs over 20 people, it's extremely important for us to ensure that there is work for our installers year round ! That means ramping up advertising late fall in order to secure winter business.

In offering a winter discount, although our margins are lower, we entice people to hire us and keep all of our staff employed through the winter. I was pleasantly surprised to see the success of the display campaign, its reach and its traffic. I'd recommend this approach to anyone who is in this seasonal space.

Michael Braby, Owner, Aaben Windows & Doors

Conclusion

It might seem like seasonal businesses should take their foot off the gas of marketing efforts as they enter slower periods. Yet, this campaign highlights the importance of remaining proactive despite annual shifts: even a small sale can kickstart a great sales cycle.

While revenue may lessen during the off-season, it doesn't mean potential customers aren't paying attention. In our [PPC experience](#), display ads get a bad rep because of their association with wide reach and low conversion rates. But as we've shown here, knowing how to strategically make the most out of a budget can create meaningful results and avoid wasted spend.

Want to see similar results?

Reach out to our team to find out how we can help you take your online presence to the next level.

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