



# PPC Services for Online Resume Builder Platform

## PROJECT DETAILS

 SEO & PPC

 Jul. 2020 - Ongoing

 \$50,000 to \$199,999



*"Their experience speaks for itself. You can step back and trust that they're performing."*

## PROJECT SUMMARY

Ignite Visibility manages Google Ads for a resume builder company. After conducting preliminary research, they set up campaigns and tests. They continue to monitor Google Analytics and optimize campaigns.

## PROJECT FEEDBACK

Ignite Visibility has increased the company's ad spend 5X while reducing customer acquisition costs by 40%. Timely, responsive, and trustworthy, the team tailors their approach to the client's business. Ignite Visibility's services are highly effective and competitively priced.



## The Client

Introduce your business and what you do there.

I'm the owner of Rocket Resume, a business that helps people quickly and easily build their resumes online and then apply for jobs. We offer data on 50,000 different job titles.

## The Challenge

What challenge were you trying to address with Ignite Visibility?

The challenge was to grow our marketing from \$30,000 to \$350,000 a month.



**Steve Zimmerman**  
Owner, Rocket Resume



**Business services**

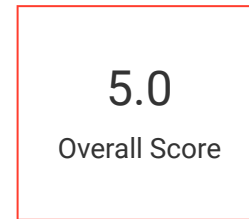


**1-10 Employees**



**San Francisco, California**

### CLIENT RATING



Quality: 4.5



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

We're primarily using Ignite Visibility to manage our Google Ads and Analytics, but they also do SEO and other types of digital marketing.

When we began working with them, they did a deep dive into our business. They determined the best way to market our business and continue growing it from both SEO and Google Ads perspectives. They set up campaigns and tests to analyze everything. They do continuous research and testing to make sure different campaigns are optimized and performing well.

### What is the team composition?

I work with Eric (Senior Paid Media Strategist) and one other person. They make sure I'm taken care of on a week-to-week basis.

### How did you come to work with Ignite Visibility?

I researched the best marketing companies over several months. I reached out to 20–25 different companies, and I chose Ignite because they weren't taking a cookie-cutter approach. Instead, they tailored their services to my specific business.

They were also competitively priced and had some good experience. I felt like their company was well-marketed itself, which helped my decision. I talked to a bunch of people from Ignite, and they impressed me. They seemed up to the challenge of scaling the business.

### How much have you invested with them?

My fee is \$10,000 each month. They take a percentage of my ad spends, so it's been increasing.





## What is the status of this engagement?

We began working together in July 2020.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

To date, they've increased our ad spend 5X and dropped our customer acquisition cost by about 40%. It's impressive to grow a business in volume while also acquiring at a cheaper rate.

### How did Ignite Visibility perform from a project management standpoint?

Ignite is great — they're easy to work with and on time. They respond to emails and are constantly coming up with new projects to keep pushing things forward, so I don't have to.

We communicate via Zoom calls every other week. During those calls, we discuss how the account is doing and what they're planning to do to improve the account. They take a very analytical approach.

I can also email them or text their personal cells. They use Basecamp, which is a useful project management tool. They're pretty disciplined in using Basecamp for all of their work.

### What did you find most impressive about them?

Technical know-how and experience working with and scaling businesses of different sizes distinguish Ignite. Their performance track record is also impressive, and they're well-priced for scaling.





## Are there any areas they could improve?

When it comes to Google Ads, they're on point. I always appreciate more ideas and tests, but I know they're managing others, so I don't consider that a negative.

## Any advice for potential customers?

Ignite is easy to trust. They know what they're doing and have experience working with small, quickly growing clients such as myself. Their experience speaks for itself. You can step back and trust that they're performing.

