

Bigmouthmedia Norway, Case Study: Paid Search

Sonans

www.sonans.no



Utviklet av

bigmouthmedia



The Brief

About Sonans

Sonans (www.sonans.no) is one of Norway's largest private school chains with schools in eight Norwegian cities. They offer general education for high school students and IT related education at university level. They are organized in five different faculties. They also offer online courses.



Sonans and Search Engine Marketing

Bigmouthmedia started to work with Sonans in April 2007. Sonans had never run any search engine marketing campaigns before and had little knowledge about how to proceed. Most of their competitors were present in the search engines so it was important for Sonans also to be present here. They realized it was important for them to be visible in the search engines especially since they try to reach out to young people that use internet in a large scale.

Bigmouthmedia started to define Sonans' strategies for paid search. The campaign were going to have focus on ROI through the search campaign and branding through content and placement campaigns.

- 🍷 Full visibility in the search engines (Google and Yahoo!)
- 🍷 Extensive use of the content network
- 🍷 Placement campaign, display advertising (branding)
- 🍷 1 conversion = 1 application
- 🍷 Max cost per conversion of NOK 3000


The campaign started with a limited budget with the intention to increase it if the cost per conversion goal were reached.



The Campaign

The campaign contains 2500 keywords related to education. It is divided into 7 individual campaigns. One for each faculty, one for the placement ads and a last one to promote the opening of a new school in Tromsø 2008.

- The campaign was set up on Google and Yahoo
- Broad matched keywords
- Campaign in Norwegian, set up in Norway and the Norwegian territory Svalbard and Jan Mayen.
- A separate campaign to promote the opening of a new school in Tromsø. One national and one with geo-targeting in the northern parts of Norway.
- Demographic targeted content ads. Targeted to specific age-groups.
- Both text ads and display ads for the content network



privatskole

Søk [Avansert søk](#)
[Innstillinger](#)

Søk: nettet dokumenter på norsk sider fra Norge

Nett
Resultater 1 - 10 av ca. 298 000 for **privatskole**.

Privatskole
www.sonans.no Bredt tilbud av allmenne fag. Velg etter ditt behov og søk online nå!


Fagskole utdanning
www.imentefagskole.no Tenk personlig karriere utvikling. Ta yrkesrettede studier.

Skole
www.studiesam.no Oversikt over utdanning i Norge. Besøk oss i dag!

Treider Privatskole - Startside
 Samfunn- / økonomifag, Real FAG, Språkfag, Dans / Performing Arts, Sportslinjer, Videregående. bilde_reiseliv - bilde_amadeus - bilde_administrative fag ...
www.treider.no/privat/ - 15k - [I hurtigbuffer](#) - [Lignende sider](#)

Privatskole - forbrukerportalen.no
 Dine rettigheter innenfor **privatskole**: ... Start klageveileder for **privatskole** ... Siste spørsmål og svar innenfor **privatskole** ...
forbrukerportalen.no/temaer/privatskole/ - 15k - [I hurtigbuffer](#) - [Lignende sider](#)

To access IIS Help - [[Oversett denne siden](#)]
 Under Construction. The site you are trying to view does not currently have a default page. It may be in the process of being upgraded and configured. ...
www.bjorknes.no/ - 2k - [I hurtigbuffer](#) - [Lignende sider](#)

Nyheter om privatskole
 [Stadig flere velger privatskole](#) - 4. jan 2009
 I foreldregruppa snakkes det om at **privatskole** kan være et alternativ, sier Handberg Nielsen. Berg skole har ikke foretatt noen spørreundersøkelse blant ...
[Adresseavisen](#) - [2 beslektede artikler](#) »

Privatskole - Nettkatalogen.no
 30 gule treff for **Privatskole** - Norge med telefonnummer, adresse og kart. Oppdaterte opplysninger for **Privatskole** registrert 19-12-2008.
www.nettkatalogen.no/bransjelist/privatskole/1.htm - 71k - [I hurtigbuffer](#) - [Lignende sider](#)

Privatskole - Wikipedia
 30. nov 2008 ... **Privatskole** er et skoleslag som eksisterer i de fleste land i verden. Begrepet brukes bare om skoler fra barneskolenivå opp til gymnasienivå ...
no.wikipedia.org/wiki/Privatskole - 22k - [I hurtigbuffer](#) - [Lignende sider](#)

Udir.no - Åtte søknader om etablering av **privatskole 2007/2008**

Sponsede lenker

Utdanning skole
 Praktisk og relevant fagutdanning. Skoler over hele landet. Søk idag.
www.NA.no

Fleksible nettstudier
 Ta en yrkesrettet utdanning via nettet. Les mer om studiene her!
www.ecademy.no

Kreativ Skole
Skole er gøy. Søk plass på et av våre ett-årige mediafag i dag!
www.idefagskolen.no

Utdanningshuset
 Gjør det på et halvt år! Rett i jobb. Dag- eller kveldsskole.
www.Utdanningshuset.no

Privatskole
 Einar Granum Kunstfagskole, en to-årig friskole. Se her for mer info.
www.granum-kunsthøgskole.no

Privatskole
 Sesam Katalog gir deg gode treff. Finn det du leter etter her!
www.sesam.no/katalog

Privatskole
 Søker du **Privatskole**? Vi har treff for ditt søk!
www.nettkatalogen.no

MinSkole.no
 Den mest brukervennlige og rimelige hjemmesideløsning for din **skole**.
www.nyweb.no/skole

Utgitt konfidensielt av bigmouthmedia, Dronningensgt 12, PB 539, 7405 Trondheim. Tlf: +47 73503434

Example of Display ad used for content network:



The Results

The first month, April 2007 the cost per conversion was 90% lower than the maximum cost per conversion set by the client!

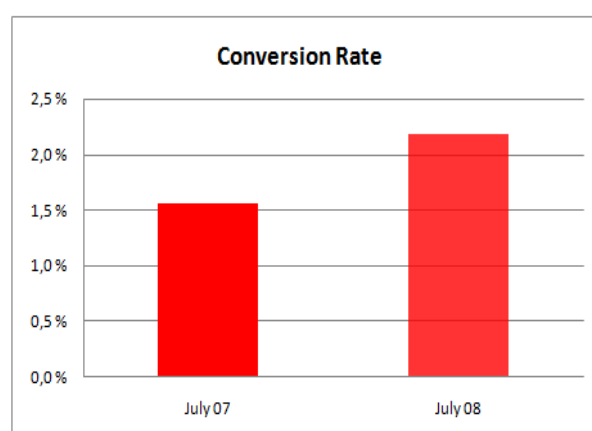
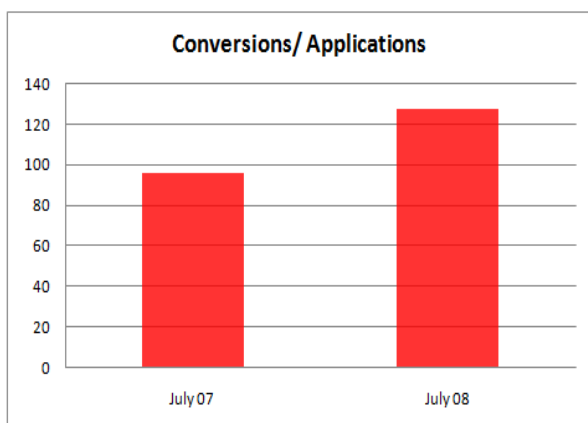
After 3 months Sonans decided to give bigmouthmedia unlimited resources when it came to the budget and the focus was now trying to get as much conversions as possible within the cpa goal.

The traffic to www.sonans.no is seasonal as the enrollment to Norwegian schools is done twice a year. The results are therefore variable from month to month. **For the total period the campaign has been online, the cost per conversion is 83% lower than the goal of NOK 3000.**

The campaign has been optimized and updated continuously since the beginning.

If we compare the high-season month July in 2007-2008 we find that the the number of applicants generated by the campaign has increased with 33% and that the cost per conversion (applicant) have dropped with 15%.

- ☞ Cost per conversion on average 83% lower than the maximum acceptable cost.
- ☞ Number of student applications increased with 33% from July 2007 to July 2008.
- ☞ In the same period the total campaign costs remained at the same level.
- ☞ A drop in cost per conversion of 15% in the same period (July 2007- July 2008)





*hat paid search was an
lents. We started with a
people know what they
e bigmouths in the
most important key
re marketing budget.
step ahead.”*

