



Industrial Hemp Seed Supplier

Canyon City, CO

www.coloradobreedersdepot.com



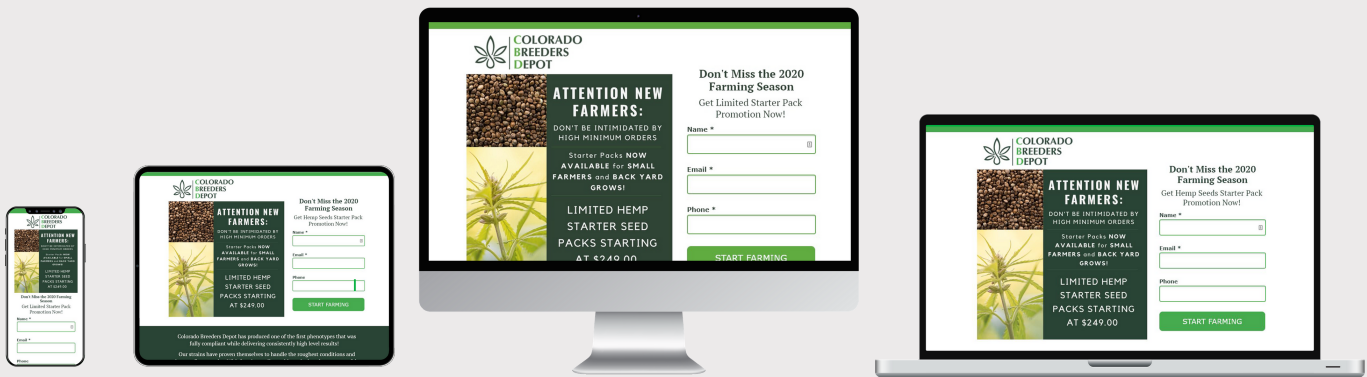
## SUCCESS STORY

### PROBLEM

Colorado Breeders Depot was fast approaching peak growing season and with the fallout from Covid-19, in-person events disappeared practically overnight. Those lost leads and contacts had to be made up online... and fast! A strong paid search marketing campaign on Google Ads needed to be set up and optimized in record time.

### STRATEGY

Colorado Breeders Depot (CBD) had 3 main revenue streams, but we focused on the industrial hemp seeds category first. Their buyers are small, medium and large farms that buy in bulk quantity. The goal was to build a Custom Landing Page to perform one function: Receive leads from visitors asking about their 'Starter Packs' specifically. Later we focused on campaigns to sell hemp flower direct online with a full blown e-commerce strategy.



“ We had 4 orders come in today! exciting to see, hopefully we can only grow from here. ”

-Abid Sattani, Colorado Breeders Depot

## IMPLEMENTATION

Step #1- Build a Custom-Branded Landing Page for Hemp Seeds campaign that could be tested, re-tested and improved to convert qualified Google Ads traffic.

Step #2- Create Conversion Tracking for Hemp Seeds & Hemp Flower Campaigns to gauge ROI of each campaign down to the Adgroup.

Step #3- Pinpoint keywords with the highest level of commercial intent and weed out the under-performers.

Step #4- Implementation of a direct E-Commerce campaign for Hemp Flower and tracking.

## KEY POINTS



Focus on Mobile Engagement since majority of search traffic originated from mobile.



Complete E-Commerce integration from search campaign through tracking each order and rate of return on investment down to the keyword level.



Effective digital marketing strategy all the way through physical product fulfillment with repeat customers.

## RESULTS

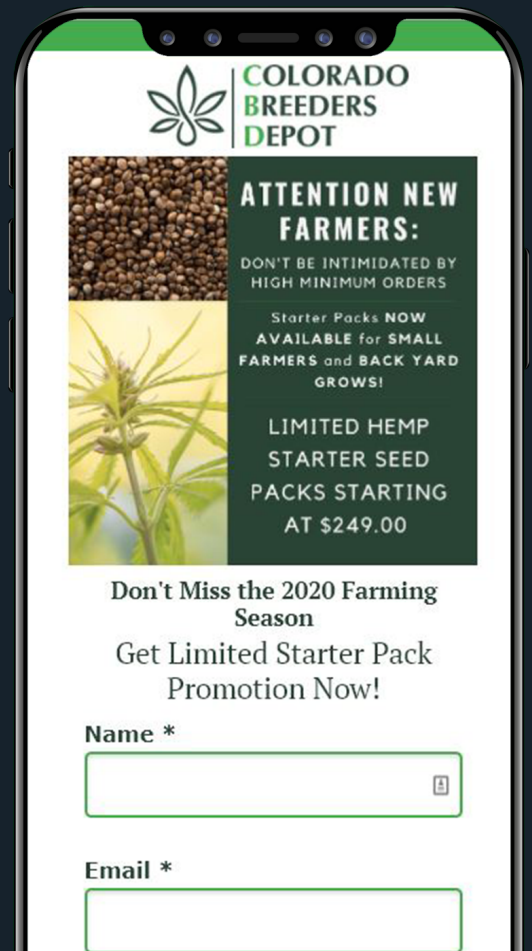
Colorado Breeders Depot finished the season flush with leads from a successful campaign targeting keywords with high commercial intent combined with a landing page with a clear and concise message and promotion available on all devices. The Hemp Flower campaign sent traffic directly to their e-commerce website and generated over \$8,000 in sales in the first month alone with a net positive result.

 **11.57%** Conversion Rate (Leads)

 **238** Hemp Seed Leads in first 3 months

 **\$20.46** Avg Cost Per Conv

 **74%** Mobile Device Engagement



Learn more how Production Clicks can help make your next project a success!

[www.productionclicks.com](http://www.productionclicks.com) | [hello@productionclicks.com](mailto:hello@productionclicks.com)

63025 OB Riley Rd. Suite #13  
Bend, OR 97703

