

CASE STUDY

How Lightbody Marketing Partners with Factor One to Deliver More Value to Clients

“When clients are primed for Google Ads, we can say we’ve got the team that’s going to make a difference to their bottom line. Then we introduce them to Factor One.”

Dave Rossborough,
Owner & Chief Strategist, Lightbody Marketing

Factor One Provided

- Consistent onboarding process
- Customized approach for every client
- Clear roadmaps and expectations
- Ability to leverage Google Ads changes
- New way to steward prospective clients

Customer

Lightbody Marketing

Lightbody Marketing is a digital marketing agency that helps businesses of all sizes take control of their online presence, develop successful marketing strategies, and execute digital campaigns to reach their business goals.

Challenge

Finding a reliable Google Ads partner

With his background in Google advertising, Dave Rossborough, Owner and Chief Strategist of Lightbody Marketing, can quickly assess whether self-proclaimed Google Ads specialists truly know what they're doing.

This expertise came in handy when Dave launched Lightbody Marketing in 2012. He wanted to provide Google Ads advertising services to his clients but didn't have the bandwidth to deliver those services in-house.

When he searched for a partner, he quickly found that many agencies and contractors that professed to have deep Google Ads expertise really didn't. Refusing to commit his clients to underperforming Google Ads campaigns, Dave and his team decided to focus on advertising channels they could manage internally to ensure high quality.

Fortunately, this situation didn't last long. Shortly after launching his consultancy, Dave was introduced to Factor One Marketing. From their first meeting, Factor One demonstrated Google Ads expertise that even surpassed Dave's own depth of knowledge.

Just as importantly, Factor One’s approach matched Lightbody Marketing’s commitment to consistency and transparency.

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“I didn’t always feel confident recommending Google Ads to clients because the partners we had worked with in the past often couldn’t get the results we wanted.”

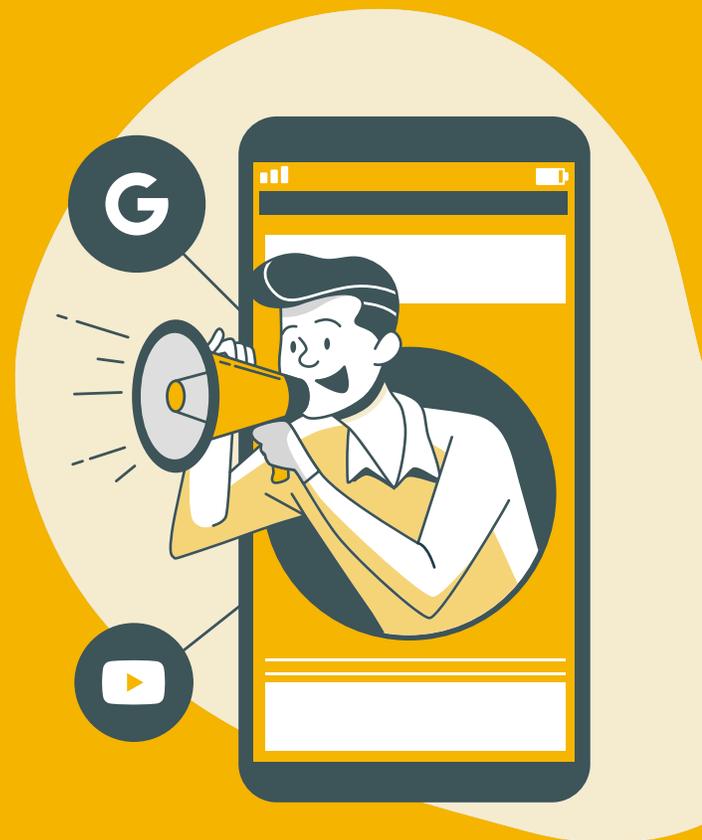
Solution

Factor One Marketing: A specialized Google Ads partner

Dave was impressed with Factor One’s streamlined onboarding process from the very first client. Everything Factor One needs to run successful campaigns is clearly communicated to clients at the start of every engagement, which takes pressure off Lightbody Marketing as the overarching partner.

At the same time, Factor One adapts their approach to the specific needs and abilities of every client. They won’t recommend a YouTube-only campaign if the client doesn’t have video assets and has no capacity to create them, for example.

Factor One also sets clear expectations with clients, both short- and long-term. When clients have a clear picture of goals, timeframes, and budgets, they’re much more likely to buy in.



The ability of Factor One to quickly adapt to changes in the Google Ads landscape also gives Lightbody Marketing’s clients an advantage. When Performance Max was introduced, for example, Factor One received early access as a Certified Google Ads Partner. They swiftly adjusted how clients built their assets and campaigns to suit this new ad type, taking full advantage of the new offering ahead of competitors.

Factor One is generating such great results, Lightbody Marketing adjusted the split between Google Ads and social channels for some clients. Whereas most client budgets were divided 70/30 (70% social and 30% Google) before, the split is now closer to 20/80.

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Factor One was able to take Performance Max to market for some clients before most of the market had it. And still, most of the market doesn’t know what Performance Max is or how to utilize it. It’s going to be a rude awakening for them when it becomes mandatory.”

Result

Delivering even more value to clients

Dave has numerous examples where Factor One Marketing helped Lightbody Marketing deliver strong results for clients. In one instance, a client in a competitive industry grew from a six- to a seven-figure business after working with Lightbody Marketing and Factor One.



Another client used to shut down their business seasonally due to low demand. Now, they make three-quarters of the revenue they'd normally reach in their high season during "off-season" months. In fact, the Lightbody Marketing and Factor One teams are now hitting this client's original annual goal every month!

The Factor One partnership has also given Lightbody Marketing a new way to steward prospective clients. When a client hesitates to commit to a full engagement with Lightbody Marketing, Dave will sometimes recommend they start with Factor One. Once the client achieves great results with their Google advertising, they often return to discuss a broader engagement with Lightbody Marketing.

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“I often recommend Factor One to prospective clients. Factor One will run their campaigns for three to six months to build up revenue. Once that client sees the revenue, and understands my recommendation was a good one, they're very likely to come back and ask us to advise them on everything.”



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more value to your clients.**

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