

CASE STUDY



SONORAN
DESERT
INSTITUTE



WHO THEY ARE

Sonoran Desert Institute (SDI), headquartered in Tempe, Arizona, is a premier online institution renowned for its specialized focus on firearms and unmanned technology education. With an unwavering commitment to excellence in distance learning, SDI provides students with the opportunity to receive top-tier instruction from industry experts, regardless of their geographic location. After an internal audit revealed significant mismanagement of their Google Ads account by a previous agency, SDI recognized the need for a comprehensive digital marketing overhaul and sought our expertise to address these issues and unlock their full potential.

WHAT WE ACHIEVED

As SDI's Agency of Record (AOR), we spearheaded a comprehensive overhaul of their digital marketing strategy across multiple platforms, including Google, Bing/Yahoo, Facebook, Instagram, YouTube, and more. Our focus was on revitalizing SDI's digital presence, optimizing ad spend, and strengthening their ability to attract and engage prospective students effectively. Through refined audience targeting, compelling content creation, and data-driven strategies, we achieved remarkable results within the initial 90 days of collaboration.

Our efforts resulted in a notable **64%** decrease in Cost Per Lead (CPL) and an impressive **225%** increase in Qualified Leads, all achieved with only a modest **17%** increase in overall spending. These outcomes underscore our expertise in driving significant improvements in digital marketing performance, effectively positioning SDI for enhanced online visibility and lead generation success. Our strategic partnership has laid a robust foundation for SDI's continued excellence in providing high-quality, specialized education in firearms and unmanned technology. This ensures they can continue to reach, inspire, and educate learners worldwide. The sustained impact of our collaborative efforts highlights our commitment to SDI's mission and our ability to deliver exceptional, measurable results that support their long-term growth and success.

HIGHLIGHTS

FIRST 90 DAYS

- **64%** Reduction in CPL
- **225%** Increase in Qualified Leads with a 17% budget increase

These outcomes exemplify our dedication to driving measurable success for SDI and our commitment to optimizing their digital marketing initiatives.



GOOGLE PARTNER

Let's see if you're overspending by 20%-30%; as 95% of our audits show that clients are!

Contact us for a free Google Ads audit via live screen share.