



Bathrooms365 triple turnover with the help of AdWords Optimisations

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Sales and
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Paul Whittaker, Sales and Marketing Director of Bathrooms365, claims that the company has come a long way from their ‘2-man band’ family run business. They are now counted among a handful of leaders in their field. Based in Bristol, they opened their showroom in 1997 specialising in some of the world’s leading bathroom manufacturers – Ideal Standard, Mira, Bisque. In 2005, they added an online element to their business with www.bathrooms365.com. While boasting over 30 years experience in the bathroom industry, they had no knowledge of online retailing when starting out. Whittaker says, “We were coming from an area that was not IT based, we didn’t know much about the internet, we didn’t know anything about e-commerce, and we sort of fell into it.”

How does a business like Bathrooms365 succeed so spectacularly online? Firstly, they were quick to establish AdWords as their primary marketing tool. Whittaker says, “Obviously we get a fair few phone calls on a weekly basis from people in the glossy magazines trying to sell us full pages. I don’t think there is any comparison between the success rate of using Google AdWords and having a generic ad in a glossy magazine and spending £1000 upwards. It’s a no brainer as far as we’re concerned.”

Secondly, as a small business equally as tight on personnel as time, Whittaker found the added personal touch of AdWords invaluable. Bathrooms365 has been an avid user of free AdWords optimisations. Whittaker admits he doesn’t have time to “get his hands dirty” with every detail of every new campaign that they launch with AdWords. Furthermore, in some ways each new product line that needs to be launched is a new challenge. This is because Bathrooms365, like its competitors, is already competing for the most popular brands and products. So Whittaker has used optimisations to drive value with other products, those products not necessarily as recognisable as those products with higher profit margins.

He describes the typical procedure: “I outline where I want to go, what I want to spend, what I hope to achieve. AdWords comes back within a short period of time to say that it’s all been done and all I’ve got to do is press the button to authorise it and we take it from there.” He goes on to say, “I know by examining the results of the optimisation that the optimiser’s suggestions are meeting our objectives.” Whittaker gives an example of a product range that has benefited by an optimisation: “what we’re finding is that, because of the optimiser’s expertise, we’re having very, very small wastage. So we’re not spending a fantastic amount of money on the campaign but the results are fantastic...It adds value and an extra appeal to our website and it attracts more customers to us.”

With the help of expert optimisations, Bathrooms365 has used AdWords to establish itself as a leading online brand. Whittaker outlines the scale of the changes: “Since 2005, we’ve trebled in size both in buildings and turnover. Staff numbers have grown from 2 to 6. We should grow to more...but we’re cautiously going forward.” Optimisations have allowed Whittaker to be confident that his campaigns are well-structured and properly priced. This, in turn, brings peace-of-mind. He concludes, “When users click on your ad...they’re two clicks away from buying...That for me is everything...the fact that in the evening, after a long day, I can pack my bags, leave the building and know that Google AdWords is doing the work for me. I know that when I come back the following morning there is a good number of orders there that I haven’t really had to work for.”

ABOUT GOOGLE ADWORDS

Google AdWords is the world’s largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

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