

GOOGLE ADS FOR:

**674 MORE
GALLONS
SOLD
IN 2 MONTHS**



Established in 1990 by Bob Hathaway, Dick's Color Center is a family-owned paint retailer with six locations in the Portland, Oregon region. Specializing in interior and exterior paint, stain, and primer supplies, the stores are committed to community involvement, offering personalized service and a range of Benjamin Moore products to meet customer needs.

INTRODUCTION

Dick's Color Center sought expert marketing services to boost paint sales during their slowest season (September through October 2024), focusing on strategic Google Ads campaigns to drive customer engagement and increase sales.

With local Google Ads marketing expertise, the Paint Pro Marketers team implemented targeted search and display ads tailored to Dick's Color Center's specific market, driving increased visibility and customer interest.



**Results +
Increased
Sales**



**Targeted
Google Ads
Setup**



**Local
Audience
Targeting**



**20% Off
Promotion**

66,085

Impressions

3,147

Clicks to Website

674

Increase in
Gallons Sold

4.06%

Click Through Rate
(double of industry average)

A STREAMLINED STRATEGY



Targeted Google Ads Setup

An optimized keyword strategy targeted generic search terms, local competitors, and market nuances, using tailored search and display ads to engage the local audience and attract sales-ready customers.



Local Audience Targeting

By reaching high-intent buyers, geo-fencing increased foot traffic to Dick's Color Center from local homeowners and contractors seeking paint products, driving more sales opportunities.



20% Off Promotion

Exclusive in-store 20% off coupons sparked urgency and encouraged immediate action, driving more customers during the slow season. This increased sales by prompting both new and returning buyers to visit.

DRIVING PAINT SALES



The marketing campaign for Dick's Color Center delivered strong results, increasing brand visibility among high-intent buyers, including homeowners and contractors. Geo-targeted ads effectively drove foot traffic to the store, while the 20% off coupon boosted customer engagement and motivated immediate action. The campaign resulted in 674 additional gallons of paint sold, driving significant sales growth during the slow season.

THE FINAL CONCLUSION

In just two months, Dick's Color Center experienced a significant boost in paint sales across its six stores. This case study highlights the impactful role of targeted Google Ads marketing, driving increased foot traffic and engagement to help elevate their brand presence and sales performance.

