



Children Furniture Company stands out in a highly competitive industry and has increased their ROI with Google AdWords.

Background

BJ Cabinet Enterprise Sdn Bhd established in 1991 which specializes in manufacturing Living Room Furniture and Education Children Bedroom Set under the brand name Crown and Castle. They supply to both local and international markets.

Their Education Children Bedroom Set, Castle are designed specifically for children between the age of 3 - 12 years old. They have a team of experience designers and researchers who are well trained to serve their valuable customers and to ensure that all children have a comfortable and safe dwelling. While their Living Room Furniture, Crown is based on modern designer concept yet affordable to customers.

Challenge

There are various choices of furniture in the market nowadays and it creates a highly competitive environment especially for children furniture. Hence, the purchasing behaviour of customers has changed. Most customers will look for a product or brand on the internet before making purchases. BJ Cabinet Enterprise has received feedback from several prospects that they have already purchased from their competitors as the customers were unable to find details on their company and brand online.

Solution

Steven Wong, Sales & Marketing Director of BJ Cabinet Enterprise, came to know about Google AdWords from a seminar conducted by PanPages in Sunway Hotel. Google AdWords was introduced during the seminar by Justin, a representative from Google whom presented to the audiences on how Google AdWords could help them to target potential customers online. Since then, Steven knew that they are able to use this platform to help their company to generate more leads. Google AdWords is their first online advertising channel as they have only participated in exhibition fairs since their company was established.

The main reason that BJ Cabinet Enterprise chooses Google AdWords is because of its keyword focused. Google AdWords enable them to select keywords that are related to their products which can ensure that whoever is searching for it will be able to view their advertisements and has the intention to know more about their products. Google Adwords is very cost effective. Google AdWords allows advertisers to do geographical targeting by selecting the desired locations where they want their advertisements to be featured.

About BJ Cabinet Enterprise Sdn Bhd

- Children Furniture
- Malaysia
- <http://castlekidz.my/>



About PanPages

- Business Listing Platform
- Malaysia
- <http://panpages.my/>

Goals

- Provides various media options
- To be found online
- Reach out more targeted audience
- Make complex marketing simple

Approach

- Provides the right platform for business.
- B2B platform such as Alibaba.com, PanPages business listing platform & SuperPages
- B2C platform such as Google AdWords, Facebook Ads & PAN 360°.
- Create ads group which is highly keywords focused and content relevant.

Results

- Supported company expansion.
- Provides friendly user platform.
- Be found online.
- Stayed ahead of competitors.
- Increase enquiries and ROI.

Results

With the assist of PanPages, BJ Cabinet Enterprise has received many email enquiries and call in since the day they started Google AdWords campaign. A consistent follow up and improvement in keywords focus has led them to more customers.

BJ Cabinet Enterprise will receive monthly report showing their Google Adwords campaign performance by PanPages customer service team. Through the analysis report, they also notice that there are many potential customers search for their brand and would like to know more about their products. Their website has maintained a good traffic and they have manage to close quite a number of orders from their online enquiry.

“We would definitely recommend PanPages as their media consultants did a great job in consulting and servicing advertisers. Furthermore, we introduced some of my business partners to start Google AdWords with PanPages based on their expertise in online marketing.

We are pleased with our Google AdWords campaign performance.”

— Steven Wong, Sales & Marketing Director, BJ Cabinet Enterprise Sdn Bhd



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