

## A Bouquet of Success



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**Rishi Sachdev**  
Founder  
Aryan Florist



### Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers. For more information, visit <http://adwords.google.co.in>

Aryan Florist started using AdWords with a modest budget of Rs.200 per day. Business scaled phenomenally and the company has increased its budget manifold. Today, AdWords accounts for 90% of its business.

### Planting the Seed

Aryan Florist was established by Rishi Sachdev in 2004 with the vision of catering to the floral needs of customers not only in India, but also those living abroad who want to send flowers in India. Based in Chandigarh, the company provides excellent service in all villages of Punjab. It has a track record of delivering flowers within 3-4 hours of ordering, even to the remotest village in Punjab.

Aryan Florist has now grown to cater to the floral needs of consumers in more than 100 cities of India.

### Success Blooms

Aryan Florist was introduced to Google AdWords in 2004. Rishi says that he started with a modest budget of Rs 200 per day, and today it has increased to around Rs 2000-3000 per day, due to the value derived from this online medium.

Business has scaled phenomenally using AdWords, especially with specific seasonal campaigns he has received more flower orders than ever before. Rishi says that for the Valentine's Day campaign he had tweaked the current campaigns to have ad texts and keywords specific to Valentine's Day, and also increased his budget to as high as Rs 10,000 per day.

Even when this campaign was run for a small period only (Feb 7- Feb 14) , website traffic increased from 100 visits per day to 600-700 visits per day, giving 70-75 orders in that week. Also, out of these 70-75 customers who purchased his products, 30-35 still visit the website and continue to place orders.

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Rishi is also appreciative of the support received from the Google AdWords specialists, and feels that the best part is that all his queries get answered within a turn around time of 24 hours!

Today, AdWords accounts for 70% of its web traffic and for 90% of its business, proving to be a key ingredient in the success formula for Aryan Florist.

### Advice

Rishi advises others to start Google Adwords campaigns with a modest budget, focus on the right keywords and ad texts and then scale-up their investments gradually.