



V6 Transport Agency

284 Leads Acquired

The Challenge

The travel agency providing taxi services from Johor Bahru (JB) to Singapore faced the following challenges:

- 1. High Competition:** Competing with other travel agencies and ride-hailing services offering similar cross-border transportation.
- 2. Target Audience Reach:** Difficulty targeting the right audience, such as commuters, travelers, and expatriates, who frequently travel between JB and Singapore.
- 3. Limited Online Visibility:** Lack of a strong digital presence meant missing out on high-intent customers actively searching for cross-border taxi services.

The Solutions

1. Targeted SEM Campaigns:

- Designed Google Ads campaigns targeting high-converting keywords like “JB to Singapore taxi,” “cross-border transport,” and “private taxi JB to SG.”
- Geo-targeted ads to Johor Bahru and Singapore residents actively searching for cross-border transportation.

2. Landing Page Optimization:

- Created optimized landing pages highlighting key benefits such as door-to-door service, hassle-free border crossing, and competitive pricing.
- Added strong call-to-actions (e.g., “Book Your Taxi Now”) and simple lead capture forms for inquiries.

3. Ad Copy & Creative Strategy:

- Crafted compelling ad copy emphasizing the convenience, affordability, and reliability of the taxi service.
- Used dynamic ad features to match user search terms for better relevance.

4. Remarketing Campaigns:

- Retargeted users who visited the landing page but didn’t convert, offering time-sensitive deals or promotions to encourage bookings.

5. Performance Monitoring and Optimization:

- Regularly monitored campaign performance to identify high-performing keywords and refine ad spend.
- Conducted A/B testing on ad creatives and landing pages to boost conversion rates.

The Results



284

Leads

21.8%

Conversion
Rate

9.6%

Click-Through
Rate (CTR)