



# Helping women feel beautiful

*Carmen Salazar Photography is a luxury boutique boudoir portrait studio located outside of Sacramento in historic Roseville that helps women of any age celebrate their unique beauty.*

## I needed a new way to market my business

I've been a wedding and portrait photographer since 2005, but I moved into women's portraiture and boudoir photography a few years ago, so I needed to change how I marketed my business. The wedding world is all about networking and partnering with industry vendors. Boudoir is direct to client, which requires a whole new approach.

We're a creative and service-based business. I've worked with two different agencies and a freelancer in the past, but it was never the right fit because not all of them were focused on the service aspect. I ended up trying Google Ads on my own, and I was doing okay, but it was a lot of work. I was looking to get it off my plate.

One day, while I was processing payroll, I saw this little message about Google Ads by Upnetic. When I saw that they would manage my ads for me with no additional fee, I was like, this is too good to be true. So, I reached out and set up a consultation meeting.

## Google Ads by Upnetic is not too good to be true

We ended up having a whole strategy meeting, with both the project manager and the analyst on the call. They answered all my questions and I felt like the team really understood the direction I wanted to take my business in. It turns out Google Ads by Upnetic wasn't too good to be true — the service is just a part of my RUN bundle, which is amazing.

**Carmen Salazar**  
Owner



## Quick facts

 **Company:** Carmen Salazar Photography

 **Headquarters:** Sacramento, California

 **Industry:** Photography

 **Employees:** 1

 **Established:** 2008

 **Owner:** Carmen Salazar

 **Website:** [sacramentoboudoir.com](http://sacramentoboudoir.com)

**Business challenge:** Finding new customers as the business transitioned from wedding to boudoir photography.

**How ADP helped:** The Google Ads by Upnetic® team managed every aspect of Carmen's advertising, helping her expand her business for no additional cost with her RUN Powered by ADP® (RUN) bundle.



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Google Ads  
by upnetic

The onboarding process was very easy. And because I do have some knowledge and experience with digital advertising — I'm a bit of a data nerd — they were willing to work with me more directly and answer questions that were a little more advanced. They met me where I was at, even if that wasn't initially how they thought they would work with me, letting me see how the ads were performing and what search terms were trending, for example. I really liked that flexibility.

Now my ads are doing better than they were, of course. Google was our highest referring resource last year, and our best converting referral source. Upnetic has an online portal where you can see how your ads are performing, so we know we are showing up in the search terms when people are seeking out boudoir photography.

Every month I have a check-in with my ad manager, Josh, who is wonderful and very thorough. He gives me great recommendations on how to make the ads perform better and meet my goals. Honestly, I've had nothing but a wonderful experience with Upnetic — simply wonderful. There's literally not one complaint that I have about working with them from start to finish.

### ADP is an essential part of my business

ADP always makes things easier for me. I use the RUN app to process payroll, and it's very easy and streamlined. ADP allows me to be creative with how I pay myself, my retirement benefits, my employees and my independent contractors. Having everything in one portal is really wonderful. It only takes me 15 minutes to process payroll and it makes life a lot easier for me. Plus, I can easily run all kinds of reports and plan budgets for the year.

As a small business, dealing with the pandemic the last two years has been challenging. But having ADP made it easier. Any time we needed to apply for a grant or a loan, the payroll reports we needed were easily accessible in RUN. That really helped us stay above water.

ADP is an essential part of my business. It makes payroll easy, they have great customer service, the online software is super easy, and all my payroll reporting is within a click. It just makes processing payroll — which is not a fun aspect of running a business if you're creative — very seamless and very easy. I would tell anyone thinking about using ADP to do it.

#workingfor

What gets me out of bed in the morning is knowing that I help women see and capture the best versions of themselves.

## Metrics Breakdown



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