



# Enriching lives with dance classes

*The Arthur Murray Dance Center Whitefish Bay provides a fun, sociable environment with a full range of dance instruction, from personal classes to group lessons and kids' classes to parties.*

## **We were paying our agency 35 percent fees on our Google Ads**

We switched to ADP® in the beginning of 2021, and we've been very happy with them. They have a great service and a platform that is very simple and efficient. And as the guy who does payroll, I really love their mobile app, which lets me do payroll my own way — and faster. I've used several payroll companies before, so I'm very happy we made the switch.

We've tried a lot of different kinds of marketing. We had been spending a lot of money running Google Ads through an agency, but our results were just average. So, during the pandemic, I started educating myself, going down rabbit holes learning about SEO and everything. The more I learned, the more I started to see gaps in our marketing that I wanted filled.

I was scrolling through RUN Powered by ADP doing the weekly payroll when I saw an ad for Google Ads by Upnetic, "We'll do your Google ads for you for free." I was a little skeptical about it, but we were paying our agency 35 percent fees on our Google Ads, which is high. If there was a chance that we could take that money and use it to buy ads instead, that's something I had to consider.

**Zach Rosen**  
Co-owner



## **Quick facts**

 **Company:** Arthur Murray Dance Center Whitefish Bay

 **Industry:** Dance

 **Established:** 2019

 **Location:** Whitefish Bay, WI

 **Website:**  
[ArthurMurrayWhitefishBay.com](https://ArthurMurrayWhitefishBay.com)

**Business challenge:** Getting the most out of Google Ads without wasting money on agency fees.

**How ADP helped:** Google Ads by Upnetic® provides expert guidance to RUN Powered by ADP® clients at no additional charge.



Always Designing  
for People®

Google Ads  
by upnetic

## We were immediately able to up our budget by 35 percent

I had a few conversations with the Upnetic digital marketing specialist, and he was great. He was able to answer all my questions because he really knows his stuff. I liked that I would be dealing with the person who's running the campaign and not just an account manager. Because account managers might know a lot, and they might be helpful and quick to reply, but I want to talk to the technician, the guy who's at ground zero. That's how I can get the most detailed information, so I know I'm making the best decisions for my business. So, I decided to give it a try.

We were immediately able to up our budget by 35 percent without having to spend any more money, which is huge. And the Upnetic digital marketing specialist helped us adjust our approach, taking a few steps back and targeting a larger area so we can get a better feel for the landscape, then getting narrower and narrower to increase our targeting. He also explained to me something I didn't know, which is that our competitors were bidding on our name, so when people searched for us, their ads would come up. Once we have a better sense of the market, we just might start bidding on theirs.

## ADP is a one-stop shop at a great price

ADP has already done a lot to save me time and streamline my business. But Google Ads by Upnetic has the potential to drive in more business without any added expenses. That would be a major difference-maker for my business.

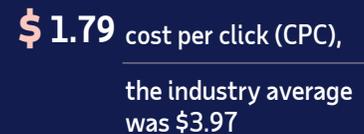
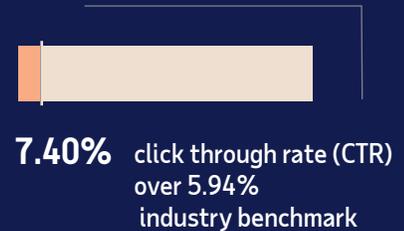
I would tell anyone who was considering using ADP not to think twice about it. Go do it. There's no doubt that you're going to get everything you would get from other payroll companies and more, because they offer so many programs. I haven't even looked into all the health benefits or 401(k) programs yet! If you're looking for a one-stop shop at a great price and people who know what they're doing, sign up with ADP. They get five stars from me.

#workingfor

Through dance, I'm able to provide a wonderful lifestyle for my family while enriching the lives of people around me.

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## Metrics Breakdown



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Google Ads  
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