



**Category**  
Digital Marketing


**Subcategory**  
PPC Campaign

## GENERATING TARGETED LEADS FOR THE SALES TEAM

**National Signs** is a leading provider of interior and exterior signage and architectural accents serving major cities in Texas. Coming out of the pandemic, the sales team was not getting leads from the website, and they needed to refill the pipeline. We utilized Google Search and LinkedIn ads to reach their target audience and generate leads.

## Google Ads

Sponsored

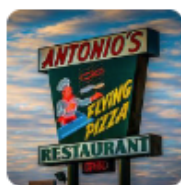


Business name

www.nationalsigns.com/corporate/signs

Corporate Signage Solutions | Contact Our Experts | Custom Business Sign

Houston's Largest Signs Company. Contact National Signs Today For A Free Quote! Custom Signs For Your Business. Contact National Signs Today For A Free Quote!




Church Signage

Sign Gallery

Digital Signage

Fabricate & Install

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Business name

www.nationalsigns.com/corporate/signs

20+ Years Industry Experience | National Signs | Custom Made Corporate Signs

We offer a full-service turnkey solution. Contact Houston's #1 sign company today! Advertise your business and brand your locations with corporate signs from National Signs. Professional Service. 20+ Years Of Experience. 5-Year Warranty. Award-Winning Design Team. Service catalog: Corporate Signs, Church Signs, Healthcare Signs, Auto Dealer Signs, Bank Signs,...




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Experienced Professionals | Corporate Signs In Houston | Get A Free Quote

Houston's Largest Signs Company. Contact National Signs Today For A Free Quote! Advertise your business and brand your locations with corporate signs from National Signs. Professional Service. 20+ Years Of Experience. 5-Year Warranty. Award-Winning Design Team. Service catalog: Corporate Signs, Church Signs, Healthcare Signs, Auto Dealer Signs, Bank Signs,...



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Ad · www.nationalsigns.com/corporate/signs : 713-863-0600

Custom Exterior & LED Signs | 5-Year Parts & Labor Warranty

We offer a full-service turnkey solution. Contact Houston's #1 sign company today! Advertise your business and brand your locations with corporate signs from National Signs. Professional Service. 20+ Years Of Experience. 5-Year Warranty. Award-Winning Design Team. Service catalog: Corporate Signs, Church Signs, Healthcare Signs, Auto Dealer Signs, Bank Signs,...

Church Signage

Attract new visitors

Inform your community of new events

Digital Signage

We Bring Your Signs To Life

Request a Quote.

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Experienced Professionals | 20+ Years Industry Experience

Custom Signs For Your Business. Contact National Signs Today For A Free Quote! Advertise your business and brand your locations with corporate signs from National Signs. Professional Service. 20+ Years Of Experience. 5-Year Warranty. Award-Winning Design Team. Service catalog: Corporate Signs, Church Signs, Healthcare Signs, Auto Dealer Signs, Bank Signs,...

Church Signage

Attract new visitors

Inform your community of new events

Digital Signage

We Bring Your Signs To Life

Request a Quote.

## LinkedIn Ads

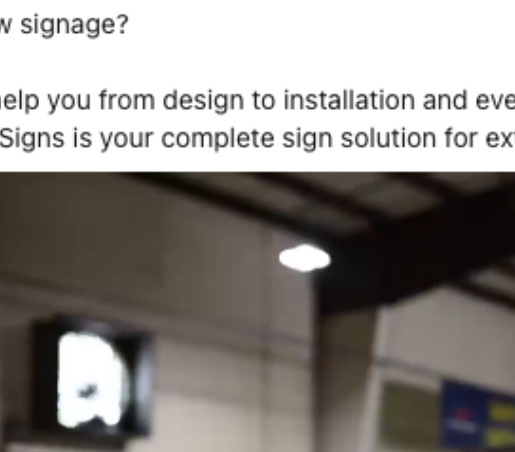
National Signs

3,436 followers

Promoted

Need new signage?

We can help you from design to installation and even future maintenance!  
National Signs is your complete sign solution for exterior and interior signage.




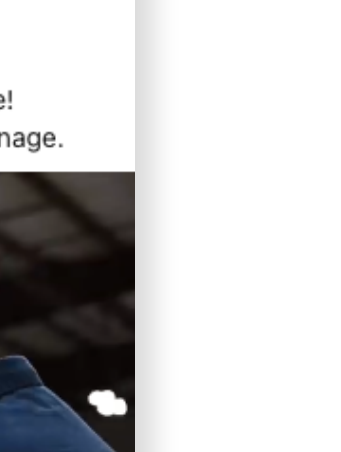
Get Started on Your New Signs Today

National Signs

3,436 followers

Promoted


Don't let signage be an afterthought! Partner with National Signs from concept to installation to create a unique sign that fits cohesively into your design plan.




Need a sign for your next project?  
[View our services](#)


Need a sign for your next project?  
[View our services](#)

## Landing Page




 713-903-3358

## Ready to get your sign started?

First Name 	Last Name	Company Name
Email Address	Phone Number	City
What kind of sign are you looking for?		


Submit

National Signs is a leading provider of digital signage and architectural accents in Houston, Texas. Since 1992, our Houston sign company has provided turnkey commercial signage services to leading businesses and organizations. Our end-to-end signage solution includes design, engineering, permitting, project management, manufacturing, and installation for government, institutional, corporate, retail, church, and commercial customers.




**QUALITY**

Made in America  
standard of work.




**VALUE**

Tailored to your needs  
and specs.



**EXPERIENCE**

Industry leader and  
trusted partner since 1992.



**FAST**


Efficient processes to  
support fast turnarounds.

We love our new signage. Everyone at National Signs did an amazing job! From the first time they came out to estimate the job, the communication throughout the project, and to the installation, everything was perfect. This company is top notch! I highly recommend them for any signage needs you have. We couldn't be more pleased."

KATIE C.

Ready to get your sign started?

Request a Quote



## The Results

**679,595**  
impressions

**\$5.78**  
average  
cost per click

**6.24%**  
conversion rate

**127%**  
YOY **growth**  
in leads

**7.91%**  
YOY **decrease**  
in cost per click

**75%**  
YOY **increase in sales**  
from 2021 to 2022