

USING GOOGLE ADS TO SHOWCASE A LOCAL BANK'S PERSONALIZED FINANCIAL SOLUTIONS


We developed a Google Ads campaign for **Texas Gulf Bank** to highlight key financial services for consumer and business customers in the Southeast Texas Gulf Coast region. Through a brand awareness campaign, we positioned the bank as a local banking partner ready to provide personal service.

We spotlighted specific commercial loan types, such as Business Loans, Small Business Loans, Real Estate Loans, and Equipment Loans. We also focused on Wealth Management, including Asset Allocation, Trusts, and Estate Planning. As our client saw success from the leads coming in from Google Ads, they increased their ad spend and added services to generate a greater Return on Ad Spend (ROAS).

Google Ads

Sponsored
 Texas Gulf Bank
 www.texasgulfbank.com/sba_business/financing


Personal Banking Still Exists - Strong and Stable Bank



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Texas Gulf Bank - Call Us Now

Apply for the working capital you need for your business. Our deep Texas roots include Business Finance and commercial lending options for Texas. Machinery Loans...



[Wealth Management](#) [Secure Business Future](#) [SBA](#)

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 Texas Gulf Bank
 www.texasgulfbank.com/business/financing

Business Growth Opportunities - Texas Gulf Bank

Get financial assistance by real people. You're a person, not a number with us. Our deep Texas roots include Business Finance and commercial lending options for Texas. Types: Business Card Service, Remote Deposit, Business Checking, Commercial...

[SBA Financing](#) [Wealth Management](#) [Independent](#)

Call 866-377-1810


West Columbia · 109 E Brazos Ave

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 www.texasgulfbank.com/business/financing

Call Us Now - Bank With Confidence

Where need meets opportunity. Nine locations along the Texas Gulf coast. Our deep Texas roots include Business Finance and commercial lending options for Texas. Business. Competitive Rates. Full Financial Services. Machinery Loans.

[Business Checking](#) · [Financing Solutions](#) · [Personal Checking](#) · [Plan Your Success](#)



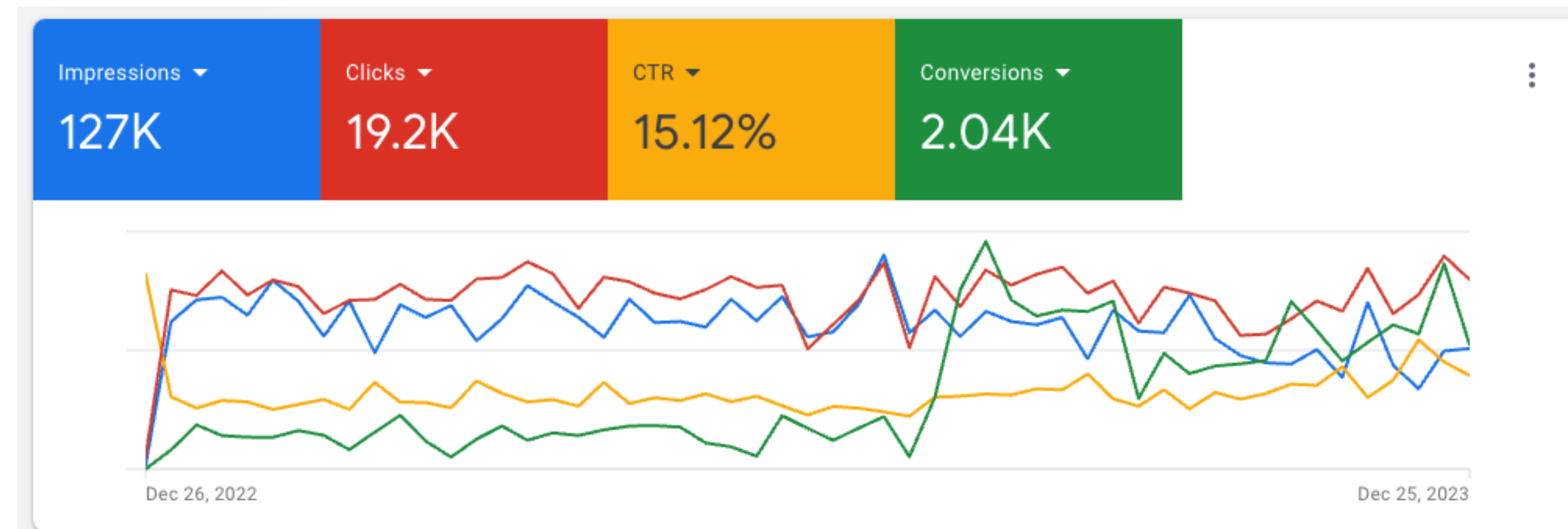
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Competitive Rates - Bank With Confidence

Get financial assistance by real people. You're a person, not a number with us. Our deep Texas roots include Business Finance and commercial lending options for Texas. Types: Business Card Service, Remote Deposit, Business Checking, Commercial Loans. Risk Management. Checking.

[Business Checking](#) · [Independently Owned](#) · [Plan Your Success](#)

Ad Performance



The Results

127K
Impressions

15.1%
Click Through Rate
(CTR)

\$1.78
Cost Per Click
(CPC)