CLIENT CASE STUDY: PAID SEARCH, PAID SOCIAL & SEO

Dewberry Farm

Brookshire / Katy / Greater Houston, TX | Fall Season 2026

01 The Challenge

A fall festival and agritourism destination has one short window each year to earn its revenue, and every competitor in the greater Houston market is advertising into the same weeks. The farm needed to be visible at the exact moment families search: Google search, Google Maps and TikTok, all at once. Ticketing runs through the farm's own platform, so conversion tracking had to be built and verified before a single dollar of spend could be judged. The goal: fill the season profitably, lower the cost per ticket, and make the farm the obvious answer when families search for pumpkin patches and corn mazes near Houston.

01 What We Did

- Google Ads management: search campaigns across ticket and visit keywords, with revenue and ROAS tracked to ticket sales
- TikTok Ads management: full-funnel video campaigns feeding ticket purchases, leads and site traffic
- SEO: title tags, meta descriptions, structured data and keyword research built around local fall-festival search
- Google Business Profile optimization with weekly seasonal posting

02 Campaign Channels

- YouTube video optimization and online listings and links
- Press releases for seasonal milestones
- Seasonal blog content supporting ranking pages
- Conversion tracking setup and verification through the ticketing platform

03 Results at a Glance

128.9x	$1.03	$402,497	9
OCTOBER ROAS, GOOGLE ADS	OCTOBER COST PER TICKET	OCTOBER REVENUE, GOOGLE ADS	NO. 1 KEYWORD RANKINGS

05 The Numbers

Metric	September 2026	October 2026	Season to Date
Google Ads (conversion-tracked)			
Tickets / purchase conversions	322	3,163.26	3,485.26
Revenue	$37,954.38	$402,497.31	$440,451.69
Ad spend	$2,561.92	$3,244.01	$5,805.93
ROAS	**14.8x**	**128.9x**	**~75.9x**
Cost per ticket	$7.95	$1.03	-
Clicks	9,930	49,498	-
Conversion rate	3.2%	6.4%	-
Impressions	-	219.0K	-
Search impression share	-	44.0%	-
Avg revenue per sale	-	$127.24	-
TikTok Ads (Events Manager, trailing 30 days)			
Ticket purchases	2,330	15,743	-
Leads (form submits)	-	136,622	-
Add-to-carts	-	42,510	-
Initiate checkouts	-	33,310	-
Landing page views	136,358	602,992	-
Engaged sessions	104,762	381,716	-
Page views	332,852	1,462,284	-

Google Ads figures are conversion-tracked totals reported by Google Ads through the farm's ticketing platform. TikTok figures are event totals reported by TikTok Events Manager over a trailing 30-day window.

06 Search Visibility

9 keywords ranking **No. 1** on Google

25 keywords ranking in the top 5

33 keywords on the first page of Google

34 keyword rankings improved (October report)

Ranking searches include:

- “farm houston”
- “corn maze houston”
- “corn maze katy”
- “pumpkin patch brookshire”
- “best pumpkin patch houston”

07 What This Means

Paid and organic visibility compounded all season. From September to October, cost per ticket fell from $7.95 to $1.03 while ticket conversions scaled roughly tenfold, and every advertising dollar returned $128.90 in October. Behind the ads, SEO kept climbing: nine keywords now hold the No. 1 spot on Google, so families searching for a pumpkin patch or corn maze near Houston find the farm without paying for that click. The same pages, posts and listings feed Google, Maps and AI search answers, so visibility keeps compounding after the ads turn off. That is the difference between renting and owning.