



The Performance Marketing Specialists

CASE STUDY

www.TownAndCountryDriveways.co.uk

Town and Country Driveways are the UK's largest installer of pattern imprinted driveways, paths and patios. They install a wide range of domestic and commercial paving; from garage forecourts, driveways, paths and patios through to swimming pool surrounds and internal flooring.

Centrally located in Whitchurch, Shropshire they are easily able to cover the whole of the UK. All work is carried out by their own highly trained and experienced fitters that are all employed by Town and Country Driveways, ensuring a high standard of workmanship upon which their reputation is built.

Town and Country Driveways used to rely mainly on traditional offline/press advertising. After realising that many of their competitors were advertising on the web, they decided to hire firstClick digital as their dedicated digital marketing agency, to help generate a new stream of quality enquiries.

Town and Country Driveways were completely new to digital marketing, but they were looking for a direct response form of advertising.

Our Approach

We were tasked with designing and building three new dedicated PPC landing pages that were to be used for A/B testing with the search marketing activity. We then conducted competitor and keyword research, and generated thousands of keywords to be included within the campaign. Our aim was to generate high quality, qualified enquiries in volume via advertising on Google, Yahoo and Bing within the UK.

Objectives:

- Create new PPC accounts on Google, Yahoo and Bing search engines
- Conduct competitor research and generate comprehensive keyword list
- Generate high quality enquiries in volume, increasing month on month
- Launch advanced display retargeting/remarketing campaign to capture any lost customers

Results

Within the first 6 months from launch, we were able to deliver thousands of quality leads from search engine marketing. Costing them an average marketing spend of 15% of revenue to generate sales. firstClick digital were able to deliver quality enquiries in volume, thereby allowing them to shift majority of their budget away from traditional offline advertising.

“ We have been working with firstClick digital for a number of years now. Their targeted approach to digital marketing has helped generate thousands of quality leads for us. We are very happy with the care taken in managing this campaign and look forward to a long lasting relationship.”

Steve Oulton | Managing Director
Town and Country Driveways



15% Marketing Spend

Achieved within two months of going live