

Problem =

- Traditional acquisition media were struggling to generate the required number of leads as the Everest target audience moved to online research.
- An online media and search marketing customer acquisition strategy that would be scalable and generate sales cost-effectively was required.

Challenge =

- Optimise a new website for all search engines, manage brand bidding and implement a cost sensitive model for PPC.
- Ensure all web leads are accountable, and develop a model which establishes the value of a web lead.

Our approach =

- Equi=Media performed market, product and transactional value based analysis. An online media programme was developed for windows, doors, conservatories, garage, security and roofing products. Paid-for and organic search strategies were developed and optimised to complement each other in order to maximise the volume of leads and the ROI achieved.
- Confidence in the model was tested over a period of 6 months. The strategy was developed and refined to maintain efficiencies as investment increased, resulting in 4 times more volume delivered at half of the cost of previous web strategy.

The result =

Everest have a website generating sales leads worth over £1 million a month. By using a combination of paid-for and natural search, the online media channel has become an integral part of their marketing mix performing more cost efficiently than traditional media channels.

