

PPC Case Study



THE PPC STORY

JC Metalworks are a Leicestershire based metal manufacturer who offer a full range of solutions for all metalworking manufacture requirements.

JC Metalworks recently approached Fifteen to handle their entire suite of digital marketing activity, in order to drive traffic to their website and increase conversions. This included SEO, remarketing and PPC.

The objectives



Grow
market share



Drive
revenue



Build
brand awareness

The strategy

Fifteen worked with JC Metalworks not only to analyse their website and industry, but also their company to gain an in-depth understanding of their business objectives and what they wanted to achieve. Once completed, Fifteen were able to devise a strategy that would apply best practice processes to get the desired results.

The stages are illustrated below.



Results

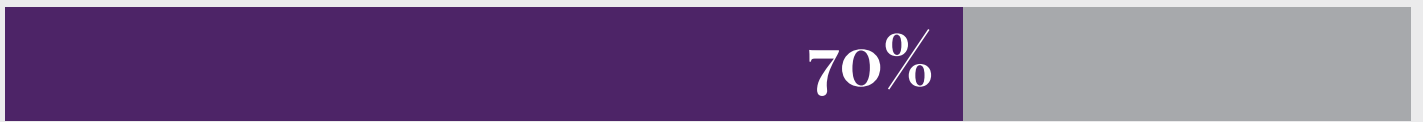
After only a short time, we have seen promising results:



Conversion rate



Click through rate



0 10 20 30 40 50 60 70 80 90 100

of all traffic is **driven through PPC**

What they say about us

"It is always a pleasure to work with Fifteen. Our enquiries are always dealt with quickly and efficiently, and the staff are always supportive and courteous. I would highly recommend Fifteen for all design & marketing solutions."

Mandy DeNysschen
PA to Managing Director, JC Metalworks