



AIO NEEDED A TRUSTED DIGITAL MARKETING PROVIDER TO HELP THEM CONSOLIDATE THEIR ONLINE PRESENCE AND ALLOW THEM TO REACH THE RIGHT BUSINESS CONSUMERS.

## AIO CONTRACTING

### ABOUT

AIO is a Melbourne-based labour hire company offering experts in a wide range of fields including professionals in engineering, fabrication and industrial design.

### CHALLENGE

AIO's greatest challenge was generating new leads into the business. Being in a B2B market, AIO struggled to position themselves as specialists in their field while targeting a niche audience.

### SOLUTION

ReachLocal has implemented a cohesive digital marketing strategy for AIO. This includes two Search Engine Marketing campaigns as well as Site and Search Retargeting to drive new leads to their website. Live Chat brings the ability to capture these consumers 24/7, which is particularly valuable given their target audience are business owners who mightn't have time to inquire during normal hours. A Targeted Display GeoFence campaign is also running to promote brand awareness in geographical areas with a higher number of work sites where skilled trade workers are needed.

### RESULTS

AIO are currently receiving 20-40 leads per month from their campaigns. By targeting the right audience, these leads have proven to be of higher value than the leads they were receiving before using ReachLocal's services. Grant is able to keep track of all his campaigns in Edge, giving him valuable insight into what's really working, and how each campaign is spending.

**"Every time I approach ReachLocal with a different challenge or a new set of campaigns I want to do, they always adapt it to our business, so that we are only doing the right things."**

*Grant Savari  
General Manager  
AIO*