

# REACHLOCAL®

## GROWS QUEENSLAND SHEET METAL'S BUSINESS ONLINE



Queensland Sheet Metal is a Brisbane-based family owned business that manufactures and supplies industrial and residential roofing materials.

### CHALLENGES BEFORE REACHLOCAL

- 1 Not reaching new customers online
- 2 Difficulties working with previous marketing provider
- 3 Website lacked valuable content
- 4 Invisible on Google organic listings
- 5 No transparency on return on investment

### GETTING MORE CUSTOMERS ONLINE WITH REACHLOCAL

Queensland Sheet Metal started running a Search campaign with ReachLocal to gain better Google AdWords exposure and drive leads from customers searching for their products.



They were excited to see immediate success with the campaign, so they added ReachLocal's SEO solution to improve their organic presence and complement their Search campaign.

Increased exposure through a combined paid and organic strategy on Google meant more phone calls and website visitors were turning into more customers, leading to growth both online and for their business. They found this promising, so they next began using ReachLocal's retargeting solution to stay front of mind.



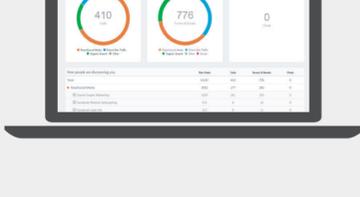
CALLS



WEB VISITS



MORE CUSTOMERS



### REACHEDGE REPORTS TRACK SUCCESS

All of these lead sources feed into ReachEdge – the powerful lead tracking, marketing automation and analytics software. This has allowed Queensland Sheet Metal to have the transparency they were after, to better manage their growing number of leads and convert them into customers.

"We really enjoy working with the ReachEdge software because it's given us the transparency that we need to be able to see where the leads are coming from and track our return on investment."

- Lee Johnson, Marketing Manager



### PAID + ORGANIC STRATEGY INCREASES CUSTOMERS

Before ReachLocal, a poor web presence meant they weren't getting online exposure and their marketing wasn't providing a great return. Today, running

successful Search and SEO campaigns has meant that their business now appears for relevant terms on Google. This has given their brand a stronger presence online and enabled a consistent flow of customers.



"By using Search and SEO campaigns we've noticed a huge increase in traffic on our website. It's helped us increase our cash sales, our walk-in customers and our account customers" said Lee



### WORKING WITH THE REACHLOCAL TEAM

The ability to track all their solutions through ReachLocal gives them the transparency they were after to see where their leads are coming from and measure the return on investment.

Without ReachLocal, they know their online presence would not be successful and their business would have fewer visits, calls, and leads.



Since working with ReachLocal they've been able to reach a wider audience, see what's working best for their business and focus their marketing budget and resources on growing their client base online.

CLICK HERE TO WATCH THE VIDEO!



### REACHLOCAL SOLUTIONS FOR QUEENSLAND SHEET METAL

