

ONLINE ENQUIRIES GO THROUGH THE ROOF FOR INTERIOR FIT OUT COMPANY THORNTON PROJECTS

Contributed by Adstorm
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Advertising agency AdStorm (www.adstorm.co.uk) achieves excellent online advertising results for Thornton Project Solutions (www.thorntonprojects.co.uk).

Thornton Project Solutions is an experienced Interior Fit Out company, providing services for the retail, leisure and commercial sectors. As part of their ambitious drive to grow to a £20m turnover fit out company within 2 years, they appointed advertising agency AdStorm (www.adstorm.co.uk) to develop a variety of marketing resources aimed at generating new sales opportunities. The program included a new website, Search Engine Advertising with Google AdWords, and optimisation of the web site to perform well in organic search.

The AdStorm agency developed a completely new Interior Fit Out website – www.thorntonprojects.co.uk – that would provide the very best possible end-user experience, designed to achieve the highest possible conversion of visitors into valuable sales enquiries via its Fit Out Quote Form at www.thorntonprojects.co.uk/fit-out-quote.php. AdStorm also implemented Google Analytics on the new website in order to measure cost per acquisition of new customers against different keywords and advertisers, to facilitate future optimisation of the advertising program. Crucially, from an optimisation point of view, the website was designed to channel genuine sales leads differently from other enquiries, so that leads could be accurately measured and the data used for future advertising optimisation.

Gary King, Managing Director of Thornton Projects comments, “The initial advertising showed good results. Enquiries began coming in and within a few weeks we were quoting on a £350,000 job. That job alone would pay for an entire year’s advertising.”

Following a few months advertising, the AdStorm agency had gathered enough data to begin its advanced optimisation. Using the data gathered from Google Analytics, advertising spend was focussed on the ads that performed better, and diverted away from poorer performing keywords and adverts. Ads were optimised to improve their Google quality score, and bids were optimised to generate the maximum possible clickthrough for TPS’s advertising budget. New ads were also created for niches that had been spotted in the intervening months, and ads were also tailored to encourage the right kind of enquiries that suited TPS, and to discourage unwanted clicks.

As a result of the PPC advertising optimisation, the already healthy number of leads increased dramatically. Gary King commented, “In 20 years in the industry, I have never known an interior fit out company receive so many enquiries. They are coming in one or two per day and we are now hiring an additional Business Development Manager. Having more leads we are also now better able to prioritize the leads we follow up, so we can dedicate our valuable resources on chasing the more profitable opportunities.”

“Thanks in no small part to AdStorm and their expertise in online marketing we are well on target to achieve our very ambitious goals.” Gary added.

The Thornton Project Solutions web site, providing details of their Interior Fit Out solutions for gyms and other sectors can be visited at <http://www.thorntonprojects.co.uk>

AdStorm’s Google Qualified Status can be seen here:
<https://adwords.google.com/select/ProfessionalStatus?id=C2UEE5rbADxAA2P1PcXwng>

AdStorm advertising agency web site can be visited here: www.adstorm.co.uk
and the agency’s marketing agency website can be visited here: www.precismarketing.co.uk