

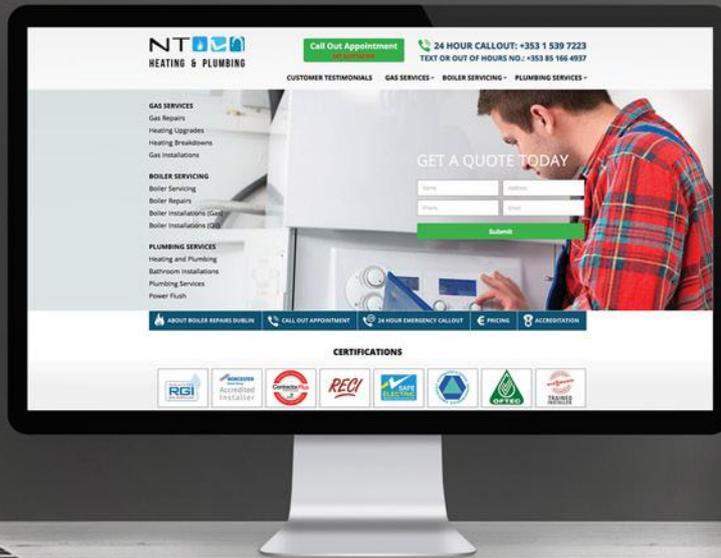
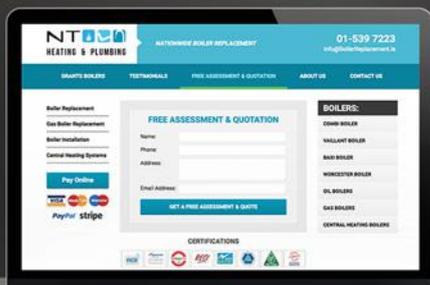
DIGITAL MARKETING CASE STUDY

NT HEATING & PLUMBING

NT Heating & Plumbing, an aspiring Dublin and Leinster based Heating Services, Plumbing and Bathroom Installation company with no online digital footprint.

www.BoilerRepairDublin.ie

www.BoilerReplacement.ie



Url : www.BoilerReplacement.ieUrl : www.BoilerRepairDublin.com

Phone : +353 1 539 7223

Target Location : Dublin & Leinster

THE OBJECTIVE

To quickly generate qualified digital sales leads, establish the company brand online and organically rank for strategic key search strings. From no traffic to qualified traffic.

THE SOLUTION

PRODUCTS

- Website Design & Development
- Graphic Design
- Content Marketing
- SEO
- Social Media
- Analytics

APPROACH

- Custom fully responsive designed website
- Advanced On Page SEO
- Aggressive Keyword Analyses & Integration
- WordPress Blog for Content Marketing

STRATEGY

- Clear and immediate CTA
- Strong Social Proofing and sales influence
- Continuous Keyword Driven Content Marketing
- Landing page optimization
- GMB Optimisation and Backlinks for Local SEO

THE RESULT – FROM NO ONLINE PRESENCE

3 Month Period – November 2017 to January 2018



WEBSITE
SESSIONS

1919



PAGE
VIEWS

4546



INDEXED

85 Traffic
Generating
Keywords



ORGANIC
SEARCH RESULTS

52%
Organic Traffic

27,000
Page Impressions
& 868 Clicks



WEEKLY INBOUND CALLS
& SUBMISSIONS

21
with a 70% Close Rate

15
New Customers
Per Week

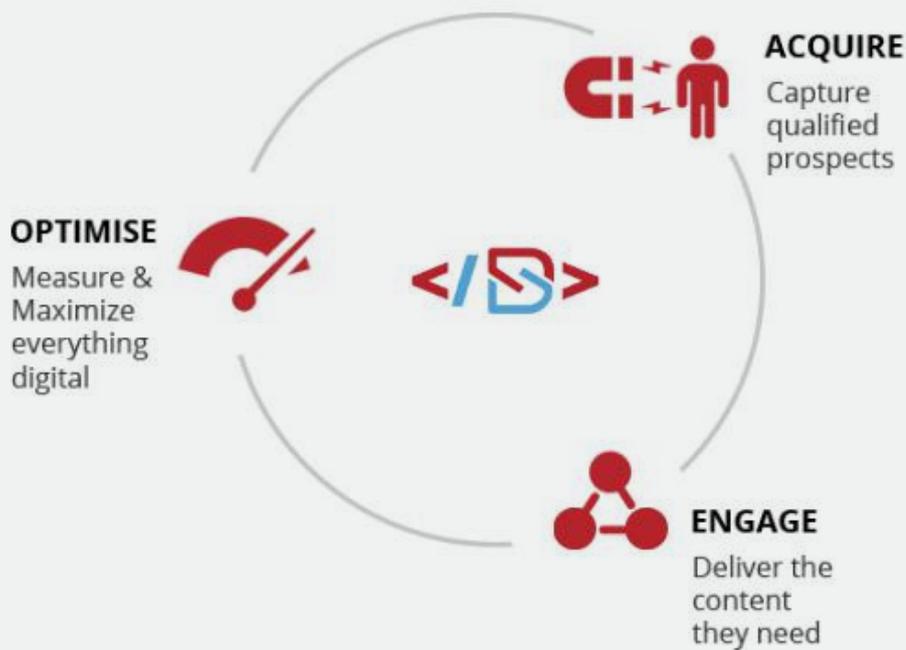


NIALL TOOLIS
Company Founder

"The organic inbound leads are of such quality, we have expanded the company workforce and now challenge websites and brands established for decades."

ABOUT DIGITAL SALES

At Digital Sales we build cutting edge technology applying real innovation to digital marketing solutions, solutions that provides tangible value and generate real 'return on investment' for our clients. We employ our talent and resources around a proven process and methodology of 'acquire', 'engage' and 'optimize' when developing digital marketing and software programmes.



Applying this proven methodology while leveraging our vast knowledge base, our cross-department resources and exploiting latest technologies allows us to deliver real results and help you to achieve your business and digital marketing goals.

OUR PROCESS

We work with a proven process designed to improve the performance of your digital marketing programmes and technology, while advancing the digital marketing maturity of your business.

See the four steps to marketing success for any of our solutions.

