

# Reach Solutions

**Advanced Roofing | Customer Case Study**  
[www.advancedflatroofing.com](http://www.advancedflatroofing.com)

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Solutions



# CAMPAIGN OVERVIEW

Reach Solutions and its regional newsbrands recently partnered with **Advanced Roofing** to run an integrated campaign across multiple platforms in the **Humber & Lincolnshire**, including websites, mobile apps, social channels and newspaper titles.

Advanced Roofing's **primary objective** was to grow business in Lincoln and surrounding areas while maintaining steady custom in existing accomplished areas such as Boston, Sleaford and Skegness. Advanced Flat Roofing also wanted to raise **brand awareness** by inspiring new and existing customers.

**Industry:** Construction

**Marketing Objectives:**

- To Grow Business in Lincoln & Surrounding Areas
- To Increase Online Presence
- To Increase Revenue Using a New Loyalty Scheme

**Campaign Schedule:** July - September

**Target Locations:** Lincoln | Peterborough | Spalding | Sleaford | Skegness | Boston

**Target Audiences:**

- Home Owners
- Property Developers



# SOLUTION & RESULTS

We used our suite of commercial products, driven by our unrivalled reach, to meet the client's needs and objectives. The campaign proposal included the following elements:

**Google Display Network** | Delivering optimised impressions across the Google Display Network. With up to 2.2 million sites registered on Google's Network, what sets us against any other is the use of our specialist platform, Matchcraft. An estimated tool giving clients and insight into how much and how often you may need to spend to achieve your website traffic objectives.

**Remarketing** | A clever way to connect with visitors to your website who may not have made an immediate purchase or enquiry. We will position your targeted ads in front of a defined audience whilst they browse around the internet.

**Pay-per-click Advertising** | Serving ads to users of both Google and Bing. Our certified PPC experts oversaw the entire campaign, from keyword selection, to assigning budgets, to managing scheduling, to providing response reports.

**Print Advertising** | With eye-catching adverts appearing in our portfolio of award-winning daily and weekly newspapers. This benefitted the client by aligning their business with our long-standing, highly-trusted print titles.

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LincolnshireLive NEWS - IN YOUR AREA SPORT - WHAT'S ON - LINCOLN CITY FC

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Take a look inside this house which has the best of both worlds  
it's closer to schools but located in a rural setting

## GOOGLE DISPLAY NETWORK

1,245,566 Impressions  
7,466 Clicks  
0.60% CTR  
5.11% Impression Share

## REMARKETING

47,213 Impressions  
730 Clicks  
1.55% CTR

HOW TO SAVE FOR MORTGAGE DEPOSIT

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## PPC

540,249 Impressions  
3,182 Clicks  
£0.10 CPC  
0.59% CTR

## PRINT

46,000 Readership  
645,000 Impacts

# SOLUTION & RESULTS

Campaign Component	Total Clicks/Engagement
Google Display Network	7,466
Remarketing	730
PPC	3,182
Print Adverts	645,000

“ Since we began working with the team at the Reach Solutions, we have noticed a considerable **increase in enquiries** and general business exposure. The marketing solutions has proved **very successful** in our targeted areas and the results far **exceed the response** received from our previous digital marketing campaign. ”

**John & Jill Hardy**

Advanced Roofing, Lincolnshire



Overall the campaign was highly successful, generating a total of **7,466** clicks across 3 months of their Google Display Network Campaign. On the back of this, their remarketing also worked very well giving them a total of **730** clicks.

Therefore the campaign not only **drove traffic** to their website but also sparked a reaction amongst consumers, encouraged them to **share** the content in their social spheres and generated a number of clicks, subsequently, leading to **increased revenue**. Therefore, we consider the campaign **goal achieved**.



Working with Advanced Roofing has been great. We came up with a **strategy** to help accomplish their goals further and as a result, Advanced Roofing have grown revenues by **30%** in the last year. This was achieved through acquisitions of sales in **new target areas** such as Lincoln and this lead to Jill & John **increasing their investment** in our services to target additional geographic areas. ”

**Matthew Rhodes**

Digital Specialist | Reach Solutions

[bringmesolutions.co.uk](http://bringmesolutions.co.uk)

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