

Your Partner in Digital

Specialists in the Waste
Management & Skip Hire Industry

adtrak.





Forward-Thinking Lead Generation

We help waste management and skip hire companies get more customers through strategic digital marketing.

- ▶ We work with **35 skip hire companies**
- ▶ We generated over **255,000 leads** for these clients in 2019
- ▶ This produced over **£63 million** in overall revenue
- ▶ This is an average of **£1.8 million** per client

Looking for more leads for your business? **Let's work together.**



We Understand Your Industry

We're specialists within the skip hire and waste management industry and provide digital transformation for our clients.

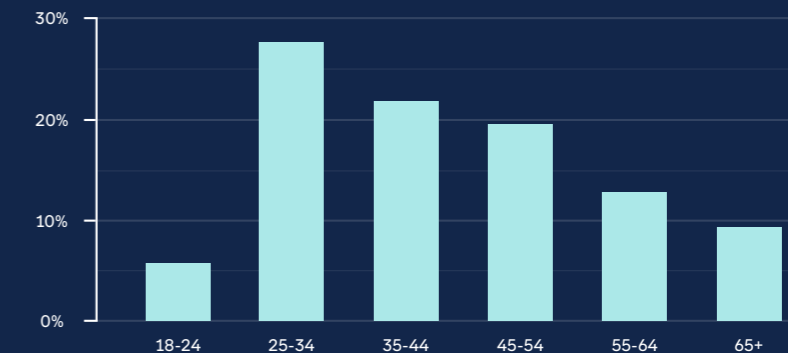
- ▶ The non-hazardous waste industry is worth **£9 billion** per year
- ▶ There are over **3,700** non-hazardous waste collection companies in the UK - and growing
- ▶ Annual market growth is at **4.1%**, from 2014-2019

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Market Demographics

Age



Gender





Conversions

410.6

Avg. Monthly
Conversions

July

Month with the
Most Conversions

Tuesday

Day of the Week with
the Most Conversions

10AM

Time of Day with the
Most Conversions

Digital Strategies Designed For Success

Technology has fundamentally altered the way we search for skip hire and waste management solutions.

The customer is now online, making the search engine results pages incredibly competitive.

On average:

- ▶ There are **74,200** monthly Google searches for 'skip hire' in the UK
- ▶ There are **27,100** monthly Google searches for 'skip hire near me' in the UK
- ▶ There are **8,000** monthly Google searches for 'waste management' in the UK



Case Study: Powerday

► The Strategy

We were tasked with improving the digital presence of Powerday, a leading provider of waste management in London. They were looking to increase both leads and SEO visits to their website.

Alongside fresh, new branding, we designed a website that delivered an easy, engaging user experience. This new site boasted improved speed and a reduced bounce rate, which bolstered our SEO strategy. We also designed content to drive searchers in London to the new site.

► The Results

The results were staggering. SEO visits have **increased by 241%**, leads have **increased by 2185%** and Powerday now ranks on the first page of the search results for 78% of the keywords we target.



2185%

increase in leads
year-on-year

241%

increase in
SEO visits

78%

of targeted keywords on
1st page of Google

Case Study: H Brown Recycling

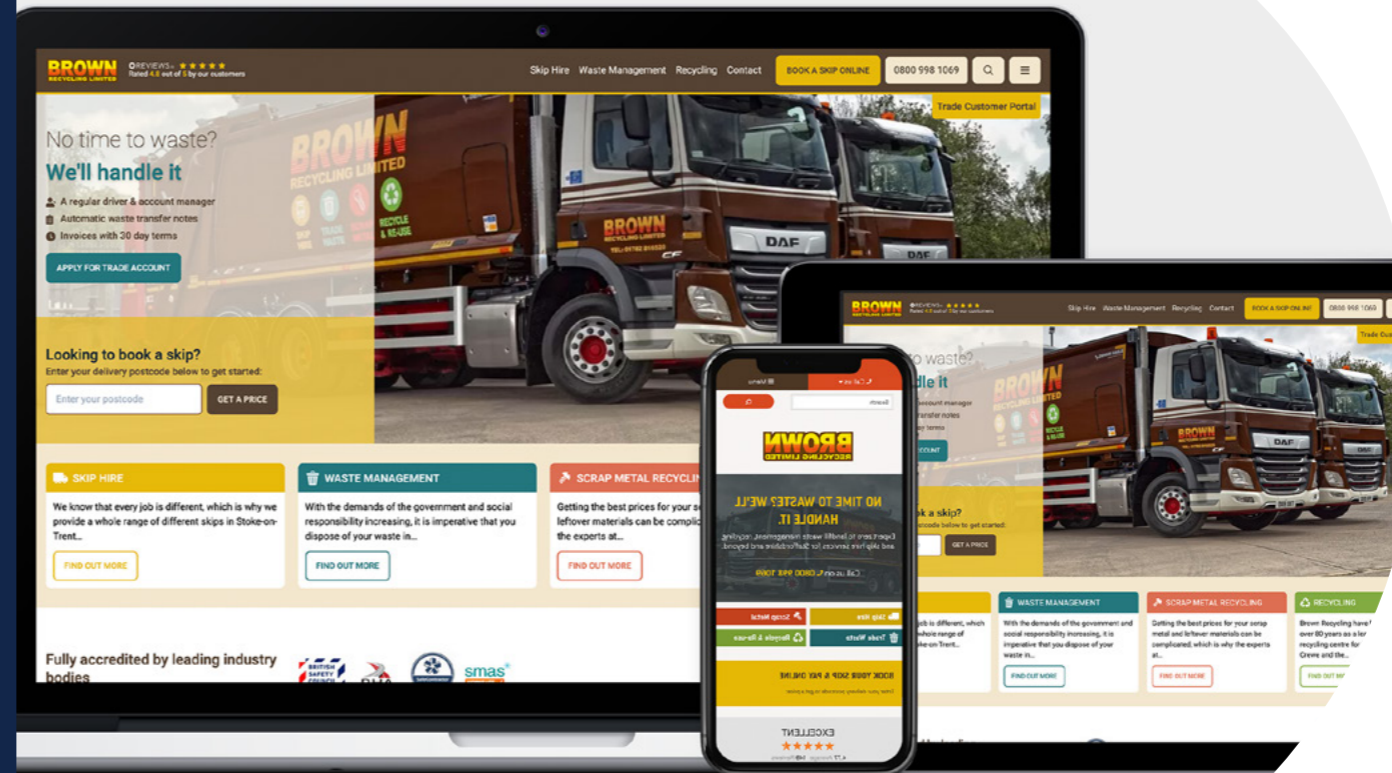
The Strategy

Brown Recycling Limited are a leading name in the waste management industry, with over 80 years of experience. The client wanted to increase their overall marketing activity, as well as the return on investment it provides.

In order to establish H Brown Recycling as a market leader in their local area, we utilised all our services collaboratively for optimum results. We created a targeted, well-optimised website, we implemented several local PPC campaigns and we also provided social media management services for their Facebook and LinkedIn accounts.

The Results

The results were significant. There was a year-on-year **increase of 58% in leads**, their mobile conversion rate increased by 63% month-on-month and website visits increased by 12% year-on-year.



58%

increase in total leads year-on-year

63%

increase in mobile conversion rate

12%

increase in sessions year-on-year

Who We Are

We provide intelligent, performance-driven marketing for businesses looking to succeed online.

Our websites are built to perform. Our multi-channel strategies are targeted. Our brand campaigns make an impact. We help businesses to maximise their digital potential and achieve profitable lead generation.

Our Values

Simplicity

We believe in straight-forward strategies with real results.

Visibility

Our transparent approach ensures complete visibility in the way we work.

Performance

We're a results-driven marketing agency with data at our core.

What Adtrak Do:



Web Design & Development



Internet Marketing



Paid Marketing



Social Marketing



Graphic Design & Branding



Photography & Videography



Copywriting



Telecoms

Our Approach

1

Understand

Our starting point is you. We spend time getting to know your business, its challenges and your goals.

2

Plan

We listen, then we create. We explore different approaches, techniques and strategies based on your needs.

3

Deliver

Our experts work collaboratively to build a complete and effective web design and digital marketing solution.

4

Evaluate

We prioritise measurable results and will report, analyse, test, assess, tweak and develop continuously.



Get in touch today on 0115 959 8900



Forward-Thinking Lead Generation. Let's Work Together.

Contact Adtrak today and find out how we can grow your business online.

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