

Your Partner in Digital

Specialists in the Blind
& Shutter Industry

adtrak.





Forward Thinking Lead Generation

We help blind and shutter companies get more customers through strategic digital marketing.

- ▶ We work with **52 blind and shutter companies**
- ▶ We generated over **179,000 leads** for these clients in 2019
- ▶ This produced over **£35 million** in overall revenue
- ▶ This is an average of **£620,000** per client

Looking for more leads for your business? **Lets work together.**

kingstonblinds
direct

GEMINI BLINDS
blinds, shutters & awnings suppliers

fraserjames blinds

BARTON
BLINDS LTD

allegro blinds

Boyd's
blinds

DENTON
BLINDS

ANGEL
BLINDS & SHUTTERS

We Understand Your Industry

We're specialists within the blind and shutter industry and provide digital transformation for our clients.

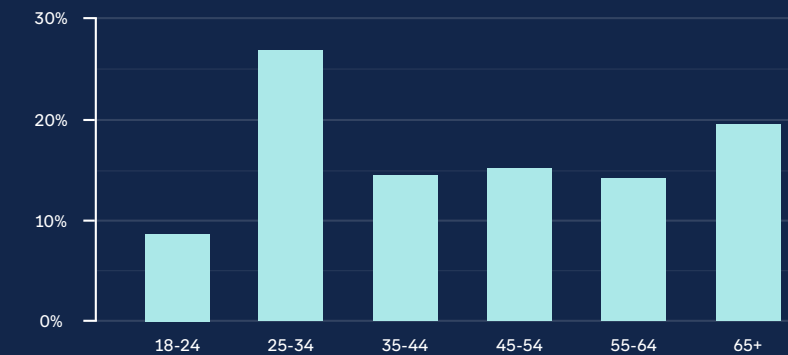
- ▶ The window coverings market is worth **£1.28 billion** per year
- ▶ There are **2,150** soft furnishing manufacturers in the UK - and growing
- ▶ Market growth is at **3.6%** per year

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Market Demographics

Age



Gender



Conversions (E-commerce)

488.7

Avg. Monthly
Conversions

October

Month with the
Most Conversions

Monday

Day of the Week with
the Most Conversions

11AM

Time of Day with the
Most Conversions

Conversions (Web only)

50.0

Avg. Monthly
Conversions

October

Month with the
Most Conversions

Tuesday

Day of the Week with
the Most Conversions

12PM

Time of Day with the
Most Conversions



Digital Strategies Designed For Success

Technology has fundamentally altered the way we search for blinds and shutters.

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

On average:

- ▶ There are **22,200** monthly Google searches for 'blinds' in the UK
- ▶ There are **18,000** monthly Google searches for 'window shutters' in the UK
- ▶ There are **18,000** monthly Google searches for 'made to measure blinds' in the UK

How are People Searching for **Blinds & Shutters Online?**

58%

▶ of searches are
from a **mobile**

26%

▶ of searches are
from a **computer**

16%

▶ of searches are
from a **tablet**

Case Study: Kingston Blinds

► The Strategy

The client wanted to increase visits, sales and brand awareness for both their ecommerce and non-ecommerce sites. We developed marketing and social strategies for both websites, setting measurable goals for each side of the business.

We created high-impact content, including blog posts, infographics, videos and animations, which were designed to target their consumer at every stage of their journey. We used Facebook, Pinterest and Instagram to increase brand awareness and also redesigned both websites for modernisation across the board.

► The Results

Kingston Blinds saw superb results from our services. Their turnover targets were exceeded significantly, leading to sustained yearly growth for the business.

Website visits increased by 228% and **social media page likes increased by 249%** for the ecommerce social accounts, and **1002% for the non-ecommerce social accounts**.

The ecommerce site has a **conversion rate of approximately 6%** per month – considerably higher than the industry average of 2%.

“Adtrak have only had a positive effect on our business” - **Phil & Chris Smith. Owners**



228%

increase in number
of sessions

1002%

increase of Facebook
page likes

4%

conversion rate higher than
industry standard

Case Study: Gemini Blinds

The Strategy

We created a digital marketing strategy for Gemini Blinds that focused on two key aims: generating quality leads from their website and increasing the number of people visiting their three showrooms.

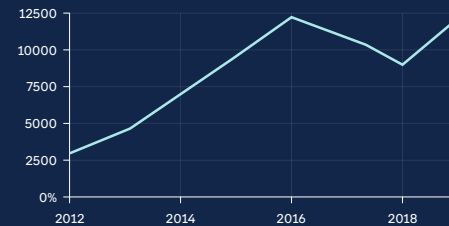
We developed a new website and created a strategy focused on search marketing, using a combination of organic traffic (SEO), paid traffic (PPC). We also implemented a content marketing plan, which used market research to identify customer trends and needs, creating content which then catered to this and targeted their consumers.

The Results

Overall, **website leads have increased by 301%** since Gemini Blinds started working with Adtrak.

They have enjoyed measurable, profitable and sustained growth following the implementation of our services.

Leads vs Year



“Adtrak has provided us with a website which covers all the features we needed and more, giving us a fantastic site for our customers to use. **Adtrak are a pleasure to work with and are always coming up with new suggestions. You’ll be in safe hands if you make the decision to go with Adtrak.**”

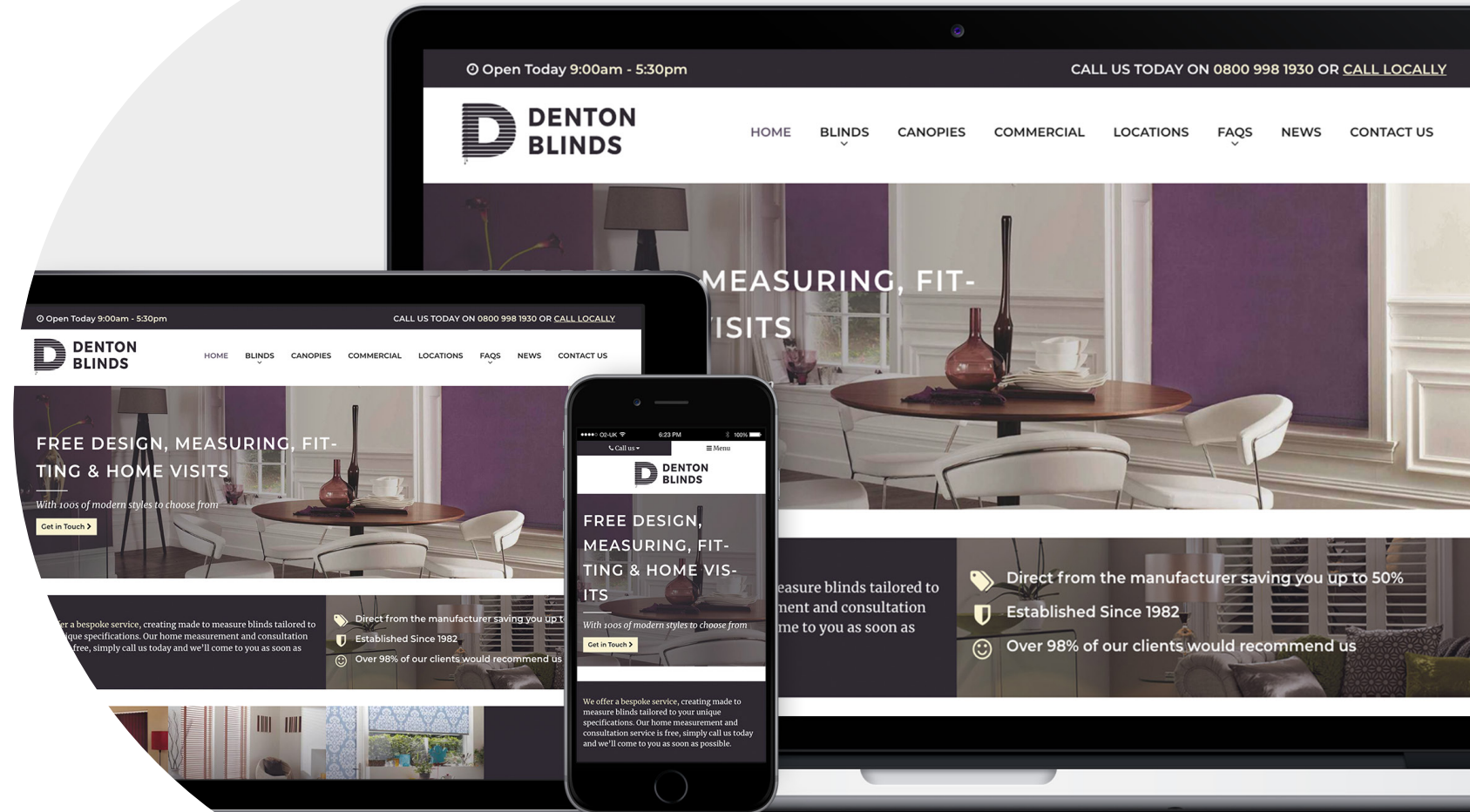
Mark Barber, Director, Gemini Blinds

Case Study: Denton Blinds

► The Strategy

Denton Blinds were looking to drive customers to their website and, as a result, we implemented a strategy which focused on this objective. We began by conducting in-depth research into what consumers are looking at and searching for when in the market for blinds and shutters.

We identified that they often begin by asking a question. For example, 'what are the different types of blinds?'. From these findings, we created a content strategy that answered their questions, developing informational pieces of content which should push consumers down the buying journey.



► The Results

We added useful, educational articles to their website gradually and, over time, the site's visitors significantly increased. Since 2018, **the site's visitors have increased by 338%.**



Who We Are

We provide intelligent, performance-driven marketing solutions 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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