

# Award-winning digital marketing agency

Supplier & Service Award -  
Pro landscaper Business awards 2022

Supplier Exceptional Service -  
BALI National Landscape awards 2022

adtrak.





## Forward-Thinking Lead Generation

We help landscaping businesses get more customers through strategic digital marketing.

- ▶ We work with over **40 Landscaping related companies**
- ▶ We generated over **139,000 leads** for these clients in 2020
- ▶ This is an average of **3,475 leads per year**, per client

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



## We Understand Your Industry

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

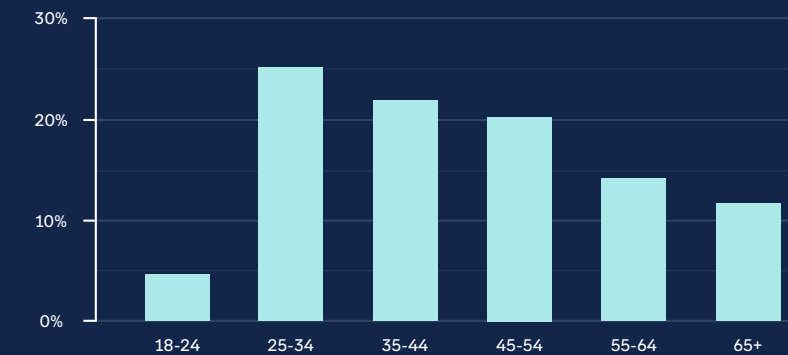
- ▶ The landscaping market is worth **£5 billion** per year
- ▶ There are over **19,505** landscaping business in the UK - and growing
- ▶ Market growth is at **2.7%** per year

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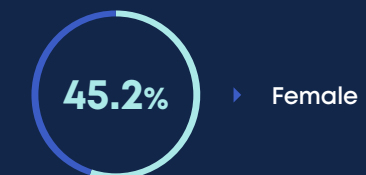


## Market Demographics

Age



Gender







## Conversions

**521.53**

Avg. Monthly  
Conversions

**April**

Month with the  
Most Conversions

**Monday**

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 landscaping and garden design services.

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

UK Search Volume per month on Google:

- ▶ Landscaping company near me - **1,600**
- ▶ Landscaping near me - **22,200**
- ▶ Grounds maintenance - **2,400**
- ▶ Aggregate suppliers - **1,300**
- ▶ Aggregate suppliers near me - **2,400**
- ▶ Artificial Grass installers - **5,400**
- ▶ Composite Decking - **110,000**
- ▶ Garden Designer - **40,000**
- ▶ Tree Surgeons - **22,000**

### How Are People Searching for Landscaping Businesses Online?

54%

▶ of searches are  
from a **mobile**

31%

▶ of searches are  
from a **computer**

15%

▶ of searches are  
from a **tablet**

# Case Study: Hitchcock & King

## ▶ The Strategy

One of London's leading timber merchants, Hitchcock & King came to us with two goals. They wanted to increase footfall to their branches, as well as increase leads through their website.

We created a new, modern and effective website, whilst also implementing a strategy involving SEO, content marketing, PPC and social marketing. This dramatically improved their visibility online and encouraged conversions.

## ▶ The Results

Hitchcock & King have enjoyed substantial growth since working with Adtrak. Their early investment into digital marketing has seen them go from strength to strength with remarkable results.

"We were getting 1200 calls a month. We're now up to 3900 calls per month. Adtrak have come in, helped us out and done exactly what we require. It's been really good for Hitchcock & King."

**Richard Ahl, Technology Manager,  
Hitchcock & King.**



21,000

Website users  
per month

729

Social media  
visits per month

4,315

Leads  
per month



## Case Study: R&J Landscapes

### The Strategy

R&J Landscapes specialise in garden design, driveway and paving services. As a small-medium sized business focused predominantly on domestic services, we built and optimised their website to reach this audience successfully.

We have also been handling the management of their reviews online and broadening their reach through sector-based articles.

### The Results

We've seen some fantastic results since the implementation of our services. Since 2017, website **visitors have increased by 70%**. In addition, website leads have **increased by an impressive 160%**. These results have helped R&J Landscapes to grow and develop their business.



70%

increase in  
website visitors

160%

increase in  
website leads

87%

of traffic is  
New Visitors

# Case Study: FutureScape

## ► The Strategy

Branding for the UK's largest landscape expo & trade event, with seminars, live debates & fantastic variety of exhibitors. An event which enables business professionals to make strong and valuable connections for the future development of landscaping, garden design and grounds maintenance. Our challenge was to create a brand that reflected all of those aspects and disciplines which would help lift the branding to match the size of the event.

Following the brand discovery phase we created a whole new brand identity and guidelines that created the foundations of an innovative, bold and versatile brand. The new identity and tone of voice helped shape the development of the new website, social media and exhibition material.





## 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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**adtrak.**