

Recession... what recession?

- ▶ Our fireplace clients received over 27,000 leads in the last 12 months
- ▶ Adtrak are digital marketing experts in the fireplaces industry

adtrak.





Focused on lead generation for fireplace companies

We help fireplace companies get more customers through strategic digital marketing.

- ▶ We have worked with over **18 fireplace companies**
- ▶ We generated over **300,000 visitors** to their websites
- ▶ This generated over **27,000 leads** for these clients

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

Some of our clients:



We understand the fireplace sector

It's important to get value for your digital marketing and this is why we focus on the performance metrics that matter.

On the right are the average performance metrics for our clients.

7.5%



Click-through rate

9.4%



Conversion rate

£1.11



Cost per click

£16.50



Cost per lead





Digital strategies designed for success

Technology has fundamentally altered the way we search for services.

Customers now search a variety of keywords online, making the search engine results pages incredibly competitive.

On average:

- ▶ There are **9,000** monthly Google searches for 'bioethanol fireplaces' in the UK
- ▶ There are **3,300** monthly Google searches for 'electric fireplaces' in the UK
- ▶ There are **4,800** monthly Google searches for 'fireplace shops near me' in the UK

Case Study: Enviro-Flame

► Fireplace company in London

We revamped Enviro-Flame's online marketing strategy in line with their new business model, with a renewed focus on e-commerce. Using our CRO (Conversion Rate Optimisation) expertise, we ensured their e-shop was fully integrated and always visible across the website to push users towards it.

We optimised our SEO practices to support the new focus on Enviro-Flame's online store. We brought in social media advertising so that they could broaden their reach and engage with new audiences.



106%

▼
Increase in
organic traffic

91%

▼
Increase in Facebook
engagement

400+

▼
Average
leads p/m

An award-winning digital marketing agency

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

Reasons to talk to us:

- ▶ Full-service digital marketing agency
- ▶ Proven in the fireplace industry
- ▶ Google, Meta & Microsoft Advertising Partner
- ▶ No contracts - our clients stay with us because we perform

Our Values

1

Simplicity

2

Visibility

3

Performance

Our Services



Web Design



SEO



PPC



Copywriting



Social Marketing



Telecoms



Photography



Videography



Graphic Design



Branding



Brand Guidelines



Brand Strategy

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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