

# Recession... What recession?

- ▶ Our Drainage clients received over 56,000 leads in the last 12 months
- ▶ Adtrak are digital marketing experts in the drainage industry

adtrak.





## Focused on lead generation for Drainage companies

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

- ▶ We have worked with over **18 drainage companies**
- ▶ We generated over **200,000 visitors** to their websites
- ▶ This generated over **56,971 leads** for these clients

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

Some of our Clients:



## We Understand the Drainage 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.

**6.81%**

Click-through-rate

**27.38%**

Conversion rate

**£5.61**

Cost-per-click

**£22.27**

Cost-per-lead







## Digital Strategies Designed For Success

Technology has fundamentally altered the way we search for services online.

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

On average:

- ▶ There are **1,600** monthly Google searches for 'drainage companies near me' in the UK
- ▶ There are **1,100** monthly Google searches for 'cctv drainage survey' in the UK
- ▶ There are **800** monthly Google searches for "drainage services" in the UK

## Case Study: MPH Drain Services

### Brief

MPH came to Adtrak looking to improve their website & PPC performance and target their local regions to generate more leads.

### Strategy

After creating a modern website that was built for conversions, we implemented hyper local PPC campaigns that utilised Advanced Location Dynamics to provide telephone numbers and location copy within a user's location based on their device.



42%

Increase in traffic

123%

In click-through rate

136%

Increase in  
total leads

39%

Reduction in  
cost-per-lead

# 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 drainage 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.

0115 959 8900 | [hello@adtrak.co.uk](mailto:hello@adtrak.co.uk) | [www.adtrak.co.uk](http://www.adtrak.co.uk)

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