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Case Study: Bristol & Avon Transport

B&A GROUP
RESPONSIBLE, RELIABLE & READY

Background

Bristol and Avon Group is a family owned business with years of experience in the haulage, land remediation and waste management industry. Established in 1993 by the late Jimmy Berkely and developed with the help of his family, Bristol & Avon Transport is proud to have become a key player in the regeneration of Bristol and the surrounding area over the past 20 years. Bristol & Avon Transport have worked hard to become a leader in the South West for the transport and waste management industries offering services such as Recycling & Aggregates, Site Investigation and Land Remediation.

The challenge ahead

With a keen eye on expansion Bristol & Avon Transport wanted to reach new customers in a local market and be present when browsers were searching on the web for services such as 'Skip Hire', 'Grab Hire' and 'Waste Management'. Bristol & Avon Transport felt dubious and uncertain to use paid advertising again, as they had previously used another agency who couldn't make it work for them. They knew it was important to find a digital partner that delivered a return on investment.

Goals

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Be present on the major search engines but most importantly be on the first page of Google (Bristol & Avon Transport knew that Google had 83% market share).	Generate relevant clicks to their website and phone calls from people actively looking for skip hire and waste management.	Track results, prove value for money and continually drive exceptional ROI.

A partnership that worked

Web.com were an excellent fit for Bristol & Avon Transport because of our paid advertising accreditations; we are proud to be a Google Premier Partner and a Bing Advertising Partner. Having been trained specially by Google experts, the Premier Partner badge is the highest level of certification by Google. Additionally Web.com have previously been able to achieve an average Cost Per Call of around £4 for skip hire companies, comparing to the average £9 of competitors, so we knew we could help Bristol & Avon Transport.

Solution

Bristol & Avon Transport wanted to focus on two very different areas of the business; waste and transport. A dedicated account manager was assigned to work closely with the business, Nikki, who went out regularly to see the client face-to-face to ensure we understood their objectives. Web.com suggested we run two separate Pay Per Click campaigns to maximise their visibility and show up in the most prominent area of their customers search results. Our strategy was compiled of the following:

- ✓ Selecting the correct (intent based) keywords thus minimising waste in clicks
- ↻ Filtering out 'tyre kickers' with a heavy focus on negative keyword selection
- ✎ Producing engaging ad copy to maximise the perceived benefit of the ad to buyers and minimise the perceived benefit to researchers
- ● Including the addition of location based keywords and geo-modifiers
- 🔍 Incremental optimisation of campaign performance using our bid management tools

What we achieved

Web.com's approach to designing Bristol & Avon Transport's AdWords campaign was first to focus on the specific regions that Bristol & Avon Transport services, while discriminately avoiding the rest.
By leveraging a hyper-focussed keyword strategy. Web.com drove the most highly relevant search traffic from just the right areas. Campaign performance included:

- ✓ **Doubled the Click Through Rate**
- ✓ **Position number 1 in Google**
- ✓ **Revenues which enabled the client to buy more skips**
- ✓ **On average 40 calls per day**
- ✓ **Lowered their Cost Per Click**
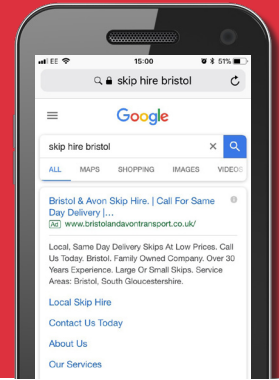
Results

Stats from 2017 include:

	Waste/Skip Hire	Grab Hire/Aggregates
Impressions	309,885	173,683
Website Clicks	26,137	5,404
Calls & Emails	7,587	1,319
Overall Impression Share	69%	77%
Cost Per Click	£1.70	£3.42

Looking to the future

Bristol & Avon Transport's campaign will have been running one year in Feb 2018 and the business is looking forward to more significant growth. Their fantastic ROI has enabled Bristol & Avon Transport to put more marketing budget behind their Pay Per Click campaign and they are confident they will continue to see great results working with Web.com.

Kind words from the customer

"Since the campaigns started in February 2017, we have seen a fantastic number of clicks to the website and direct phone calls to the business as a result of our pay per click ads with Web.com."

"On average, the transport section of the business is now receiving around 1,000 clicks to the website & 200 calls per month, and waste, 2,500-3,000 clicks per month & 600-700 calls."

"Our busiest month was Easter where we topped over 1,000 calls in the month and over 4,000 website visits! Both campaigns are providing a tremendous return on investment."

Clare Berkely, Director