

Case Study



Client - QIS Solarwise

Our Role - Graphic Design / Development / Digital/Photography

Services

- Search Engine Optimisation
- Google Ads
- Google Display
- Google Remarketing
- Graphic Design

The Challenge

TPR Media were approached by Solarwise in 2010 with a very outdated website. The site was getting around 1 enquiry a month. Competition had moved ahead of Solarwise and TPR Media had to implement a solution with pace.

A promotional graphic for Solarwise. It features a dark blue background with a yellow banner at the top that reads "SOLAR POWER 6.6KW SYSTEM". Below this, in white text, it says "TIER 1 PANELS + 5KW INVERTER". A large yellow box contains the text "FROM ONLY \$3,291*", and a white box next to it says "FULLY INSTALLED". Below the price, there is a smaller Solarwise logo and an image of a solar panel and an inverter. To the right, it says "*Including GST. T&Cs Apply." and "Hurry, only available for a limited time!". At the bottom right, there is a dark blue button with yellow text that says "FIND OUT MORE >".

SOLAR POWER 6.6KW SYSTEM

TIER 1 PANELS + 5KW INVERTER

FROM ONLY \$3,291* **FULLY INSTALLED**

*Including GST. T&Cs Apply.

Hurry, only available for a limited time!

FIND OUT MORE >



The Solution

Search Engine Optimisation Campaign

Targeting main products and geo locations

Fixed on site issues, created authority through constant building of links

14% Conversion Rate on Organic

Google Ads Campaign

Currently **lowest CPA in 11 years.**

Hitting **20% conversion rate on Ads**

Conversion tracking on

- Form submissions
- Click to Call
- Ecommerce

Facebook Sponsored Posts

- **700% increase** in goal completions

New Virtual Private Server: Load speed was identified as an issue. This change decreased bounce from slow load times on old site

Quick Contact forms On every page, and prominent in mobile view

- **Increased conversions 4/1** vs Contact us Page

Hyperlinked Click to Calls - Highlighted on Mobile View

- **Increased conversions by 10%**

Live Chat Functionality - To capture those enquiries when people cannot make a call and want an answer

- **Increased conversions by 40 a month on average**



The Solution

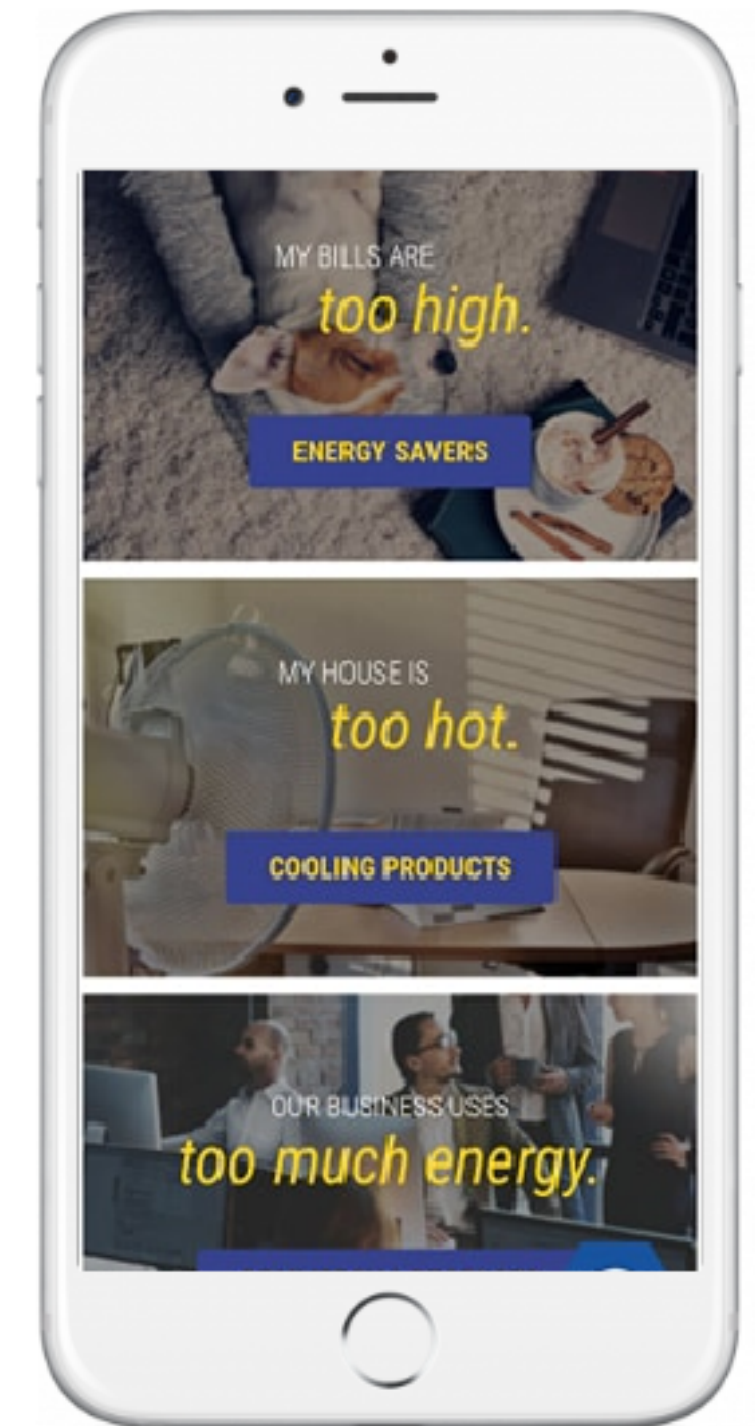
A Multi Channel Digital Strategy to get the right people finding the site

SEO Campaign

The site was ranking predominately brand related. There were zero enquires coming from organic keywords in 2010. Fast forward to 2020, as part of a multi channel strategy it now accounts for 40% of conversion through the website

Google Ads Campaign

Targeting the specific geographical regions where Solarwise wished to source their work from we set up a campaign targeting the relevant services. With the quick contact form's, click to calls & live chat the calculated ROI on this campaign has exceeded expectations now accounting for 46% of Goal enquiries to the website.




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FIND OUT MORE >

The Outcome



"Can you turn the Adwords off, I cannot handle the number of leads"

Solarwise Sales Manager

RE: DIGITAL STRATEGY

The Outcome



ROI

17,000%

Monthly Return on Investment Per Month



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