



Northern Energy is an independent fuel supplier wanting to generate more leads and sales via high quality, well targeted traffic to their website through a Google AdWords PPC campaign

“ It has been a pleasure to work with Hallam Internet. I have found their communication excellent, their response rates are great and they really listen to our requirements as a company. ”

Sarah Rhodes, Marketing Manager,
Northern Energy

Client Background

Northern Energy is an independent supplier of home heating oil, commercial and agricultural oil as well as LPG gas. A family-run business, it has served the North of England since 1932.

They deliver energy supplies to a well defined area, and needed **advertising that would precisely target** their delivery catchment area. Paying for advertising outside that area would waste money and reduce ROI.

Hallam recommended a **Google AdWords pay per click (PPC)** campaign to **complement the successful SEO work** we were already delivering.

Key Facts

- More than **1,100 enquiries** can be directly attributed to this AdWords campaign
- Highly targeted traffic means that **27% of all AdWords visitors to the site end up making an enquiry**, as compared to only 15% conversion rate for non-paid search visitors
- Close monitoring of the campaign has led to a highly profitable lead generation tool
- A quality campaign means their ads appear in **one of the prime top two positions in the search results**
- A strong SEO campaign still generates the bulk of the leads, but the AdWords campaign **cost effectively delivers 42% of enquiries**
- Delivered a click through rate (CTR) **of 9%** in their best performing locality

The Business Challenge

- ✓ Northern Energy needed to accurately target potential customers within their delivery area
- ✓ They wanted to expand online by reaching a greater proportion of customers searching on the web
- ✓ They needed to deliver precise messaging to potential customers in order to generate enquiries
- ✓ Northern Energy wanted to capture the attention of customers at the point of searching and to encourage them to enquire or place an order thereafter.

How Hallam Helped

Hallam developed a clear **PPC campaign strategy** targeting key terms with a view to driving qualified, high quality traffic.

As a **Google AdWords Certified Partner**, Hallam developed PPC campaigns from scratch and managed the campaigns to ensure maximum return on investment at all times.

Hallam delivered **regular reports** and training to help Northern Energy understand their data.

The Results

The PPC campaign delivered an outstanding **27% conversion rate** for Northern Energy, who are thrilled to have gained customers since employing Hallam.

The campaign was delivered as part of a full service digital campaign from Hallam and the relationship continues.

“ Highly targeted campaigns like this can be difficult to get right. As a Google AdWords Certified Partner, we were able to deliver a campaign which met the client’s needs and drove targeted, quality leads to their website. ”

Sean Burton, Digital Marketing Consultant, Hallam Internet

Find out more.

Call us on 0800 622 6100 or email info@hallaminternet.com for more information on our SEO, PPC, social media, email marketing and digital strategy services. You can also get more information about us at www.hallaminternet.com or follow us on Twitter [@hallaminternet](https://twitter.com/hallaminternet).