

Northern Energy



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**.

