

Acres Architecture

Acres Architecture is a full service chartered architectural practice based in Nottingham. They commissioned Hallam to help them rapidly grow their business online.



Acres Architecture Key Facts:

£337k

Of business quoted for on the back of £1,159 PPC campaign.

£203

For every £1 spent they gained £203 in revenue.

£44

Per lead with an average quote value of £13,400.



I am glad that we invested in our company's future online marketing with Hallam as the result have been clear to see. In a little over 12 months their work has resulted in us quoting on more than £6.7million pounds worth of project value.



Edward Acres, Director
Acres Architecture

The challenge

Acres Architecture's goal was to grow their presence locally and within the wider East Midlands region. As a start-up business, gaining new leads and enquiries as efficiently as possible was very important.

Before Hallam came on board, the Acres Architecture website was not ranking well for any keywords or phrases, and wasn't generating enquiries.

Acres Architecture didn't have the capability in-house to take on a new website project and subsequent digital marketing campaign, so Hallam stepped in to take over this process and help them kick-start their growth.

Our approach

The team at Hallam delivered a digital marketing package, including SEO, PPC, and a new website project.

First port of call was managing the development of a new website. Hallam provided a full brief and navigation structure, taking into account SEO, technical, design and user experience considerations. Thanks to this careful planning, the Acres Architecture website is now fit for purpose and reflects the high standards of the business as a whole.

Next a hugely successful pay per click campaign helped to drive traffic to the website and generate leads. Organic growth, as always, has been a slower process, and while the website has started to rank and gain enquiries organically, it is the PPC campaign which has been the key catalyst for success in this key period of business growth.

The results

By working with Hallam, Acres Architecture gained a large number of enquiries through their website contact form and via phone calls.

On the back of these leads, Acres Architecture was able to quote for £336,922 of business in a 6 month period. They only paid £44 per lead, with an average quote value of £13,400.

In total, during the first 6 months of the AdWords campaign, Acres Architecture spent £1159, and as they closed 70% of the leads they quoted for, they gained a huge 200 ROI on their ad spend.

This allowed Acres Architecture to grow, take on new staff, and land larger projects, and by continuing to work with Hallam they are ensuring continued success for the future.

