



CASE STUDY

Eastern Rentals Limited

"How A Rental Car Company Gained 316% More
Leads And Grew Its Free Traffic To Their Websites
By A Whopping 763%"

August 2011

Introduction

We met with Stewart and Karen Jones, the owners of Eastern Rentals, in Auckland, New Zealand. They were interested in how they could increase their exposure on the Internet, generate more leads and increase their sales!

Note:

They had reservations in regard to having any return on investment with online marketing and web companies, but because they had been highly recommended by other rental partners that it worked, they forged ahead and agreed to take the leap of faith.

This level of faith turned out to be the best thing that ever happened to their overall business success.

The Problem

Stewart and Karen had several things that they wanted:

- More leads generated through their own website
- More brand awareness
- More website exposure
- More sales for the business from trucks, minibuses and cargo van rentals
- To make the most of the visitors that did come to their website (increase conversions)

The Solution Process

The solution was formed by discussing their business and their specific goals. Armed with this knowledge we were able to create a strategy that would not only meet, but exceed those goals.

A summary of what we proposed included:

- A new look and feel for the brand website
- A number of new websites geared toward highly targeted audiences
- A search engine optimization program to help them increase their visitors
- A search engine marketing program to help them target highly specific buyers
- Persuasive sales content
- A strong call to action on the websites
- Marketing online in areas that had less competition
- A customised website improvement program
- A new booking request program

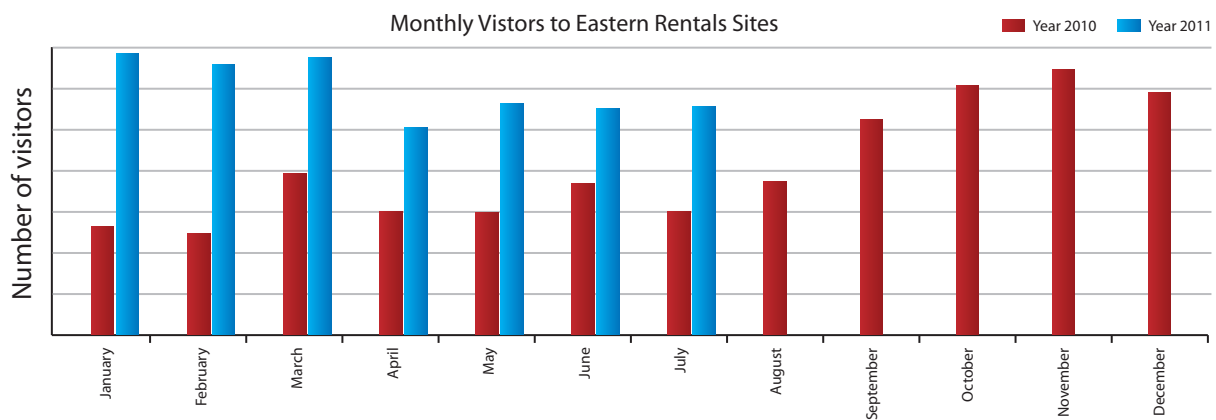
Once we had these items in place we commenced a new analysis program for all the sites, and with this information we were able to determine how to grow their visitors and grow their leads by improving the sales process in areas such as usability, layout, design and call to action on an ongoing basis!

As a result, Eastern Rentals, who have worked with us for almost two years have continued to enjoy an increasing number of visitors and pre-qualified leads.

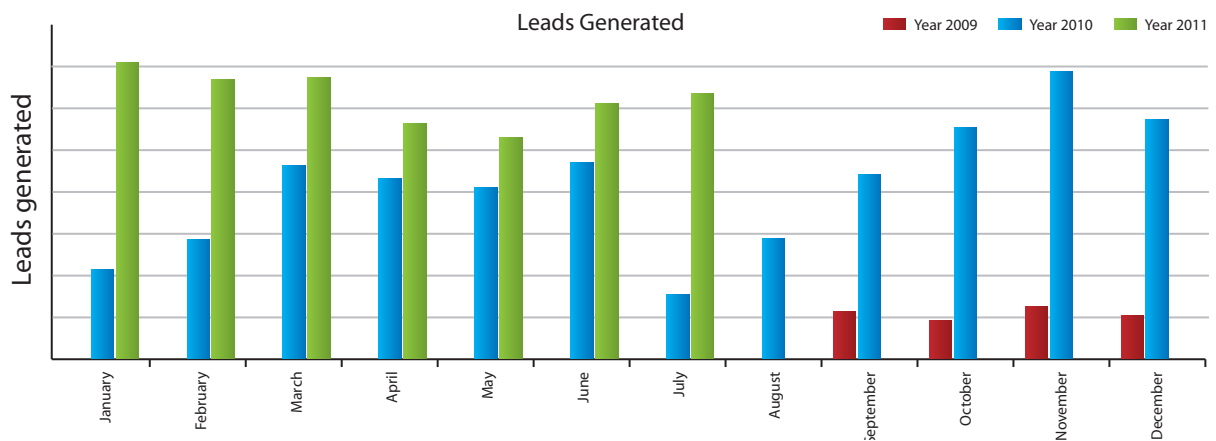
Results

New visitor numbers to the website from the new marketing strategy
Jan 2010 – Jan 2011 Up by 164%

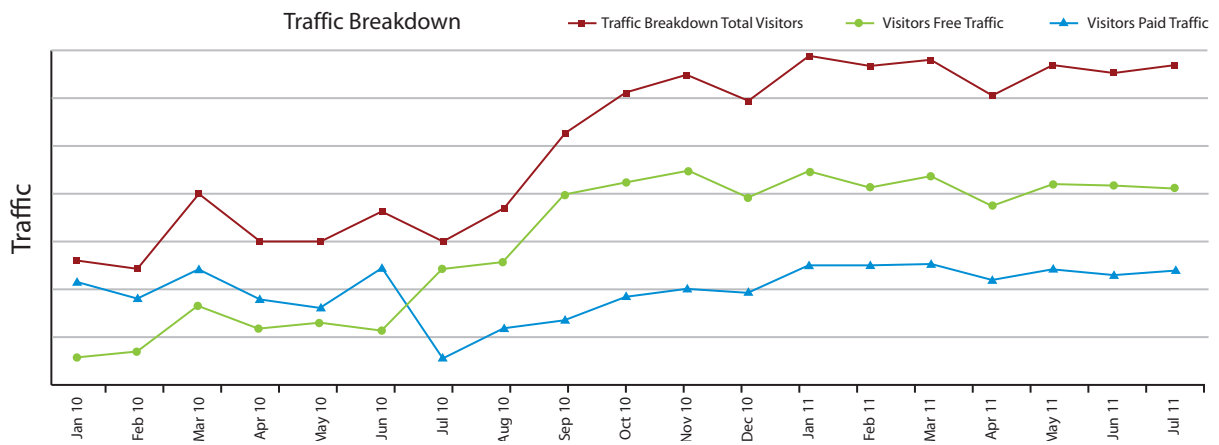
New leads generated from the new marketing strategy
July 2010 – July 2011 Up by 120%



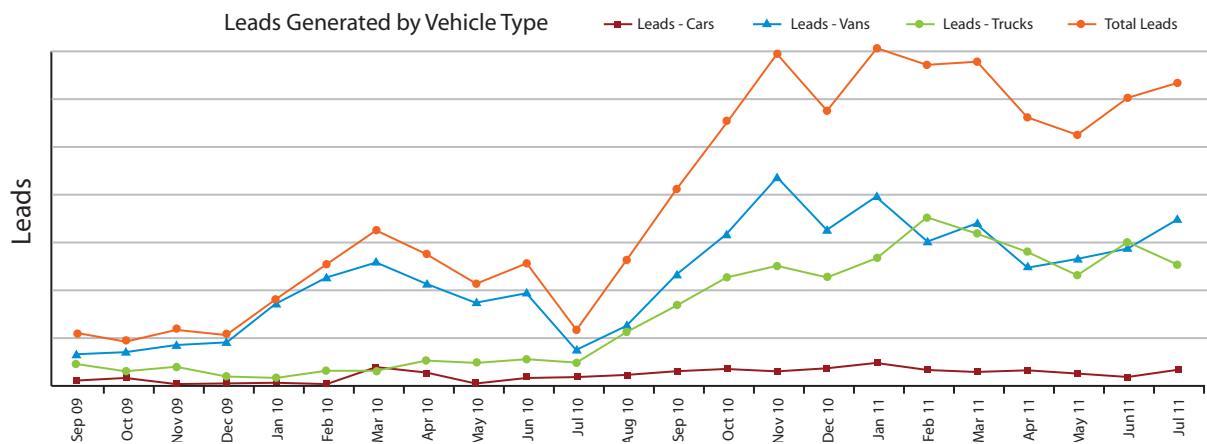
Leads generated from websites
Jan 2010 – Jan 2011 up by 227%
July 2010 – July 2011 up by 316%



Free traffic to website
Jan 2010 – Jan 2011 up by 227%



Overall increase by vehicle type
Car rentals - September 09 – July 2011 up by 250%
Truck rentals - September 09 – July 2011 up by 497%
Van rentals - September 09 – July 2011 up by 950%



While these results are ‘amazing’, we continue to analyse and test new functions, designs and layout improvements and review customer feedback so that the business continues to grow. Each month we implement a number of tests on their websites so that the websites continue to grow more leads and sales for the overall business.

About Eastern Rentals

Eastern Rentals is a small rental business owned and operated by Stewart and Karen Jones. Located at 8 Cortina Place, Pakuranga, Auckland 2010. Their rental company offers a wide range of rentals for clients who are looking for Trucks, Cargo Vans, People Movers, Cars and Minibuses.

<http://www.easternrentals.co.nz>

About us

Redcow Marketing Limited is an Internet marketing company who specialise in helping companies make the most of the Internet. With over ten years exposure to improving website visibility, we offer a vast knowledge into what and how businesses can improve leads from their own websites by marketing online and improving their website in regard to usability, visibility, and engagement.

<http://www.redcowmarketing.com>

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