

## COMPANY DESCRIPTION

Darwin's destination for complete commercial office and storage solutions along with the Northern Territory's most stylish collection of residential furniture.

## STRATEGY

Drive new clients to the site  
Build database and newsletter subscribers.  
Use data for targeting lead generation.  
Build brand awareness and support national advertising campaign  
SEO campaign

## SOLUTION

Implemented SEO strategy on new website.  
Find new followers and build social media presence and brand awareness.  
Set-up and install tracking codes on a new website.  
Paid Advertising designed for sales  
Position brand and target architects

## BUSINESS RESULTS

- generating traffic through paid ads
- new leads to sales team
- Impressive Brand Awareness

## SOCIAL MEDIA RESULTS - 3 MONTHS

- Reach - improved
- avg SEO ranking up - 50%
- 3 x website traffic

## TESTIMONIAL - CRAIG MORSE OWNER/DIRECTOR

FB ads has been a successful way to bring people into the showroom. Plenty of stock has moved and we started to run low on lines, after a month we had to pause some of our ads for a short while and order new stock for the showroom

