

# Case Study



**Client - QIS Solarwise**

**Our Role - Graphic Design / Development / Digital/Photography**

## Services

- Search Engine Optimisation
- Google Ads
- Google Display
- Google Remarketing
- Graphic Design

## The Challenge

TPR Media were approached by Solarwise in 2010 with a very outdated website. The site was getting around 1 enquiry a month. Competition had moved ahead of Solarwise and TPR Media had to implement a solution with pace.

A promotional banner for Solarwise. The background is dark blue. At the top, a yellow banner contains the text "SOLAR POWER 6.6KW SYSTEM" in bold blue letters. Below this, in white text on a dark blue background, it says "TIER 1 PANELS + 5KW INVERTER". To the left, in yellow text, it says "FROM ONLY" followed by a large yellow box containing "\$3,291\*" in bold blue text. To the right of the price, in a white box, it says "FULLY INSTALLED". Below the price, there is a small white box with the text "\*Including GST. T&amp;Cs Apply." In the center, there is an image of a solar panel and a white inverter. The Solarwise logo is overlaid on the solar panel. At the bottom right, in white italicized text, it says "Hurry, only available for a limited time!". At the very bottom right, there is a dark blue button with the text "FIND OUT MORE &gt;" in yellow.



## The Solution

### Search Engine Optimisation Campaign

Targeting main products and geo locations

Fixed on site issues, created authority through constant building of links

**14% Conversion Rate** on Organic

### Google Ads Campaign

Currently **lowest CPA in 11 years.**

Hitting **20% conversion rate on Ads**

Conversion tracking on

- Form submissions
- Click to Call
- Ecommerce

### Facebook Sponsored Posts

- **700% increase** in goal completions

**New Virtual Private Server:** Load speed was identified as an issue. This change decreased bounce from slow load times on old site

**Quick Contact forms** On every page, and prominent in mobile view

- **Increased conversions 4/1** vs Contact us Page

**Hyperlinked Click to Calls** - Highlighted on Mobile View

- **Increased conversions by 10%**

**Live Chat Functionality** - To capture those enquiries when people cannot make a call and want an answer

- **Increased conversions by 40 a month on average**



## The Solution

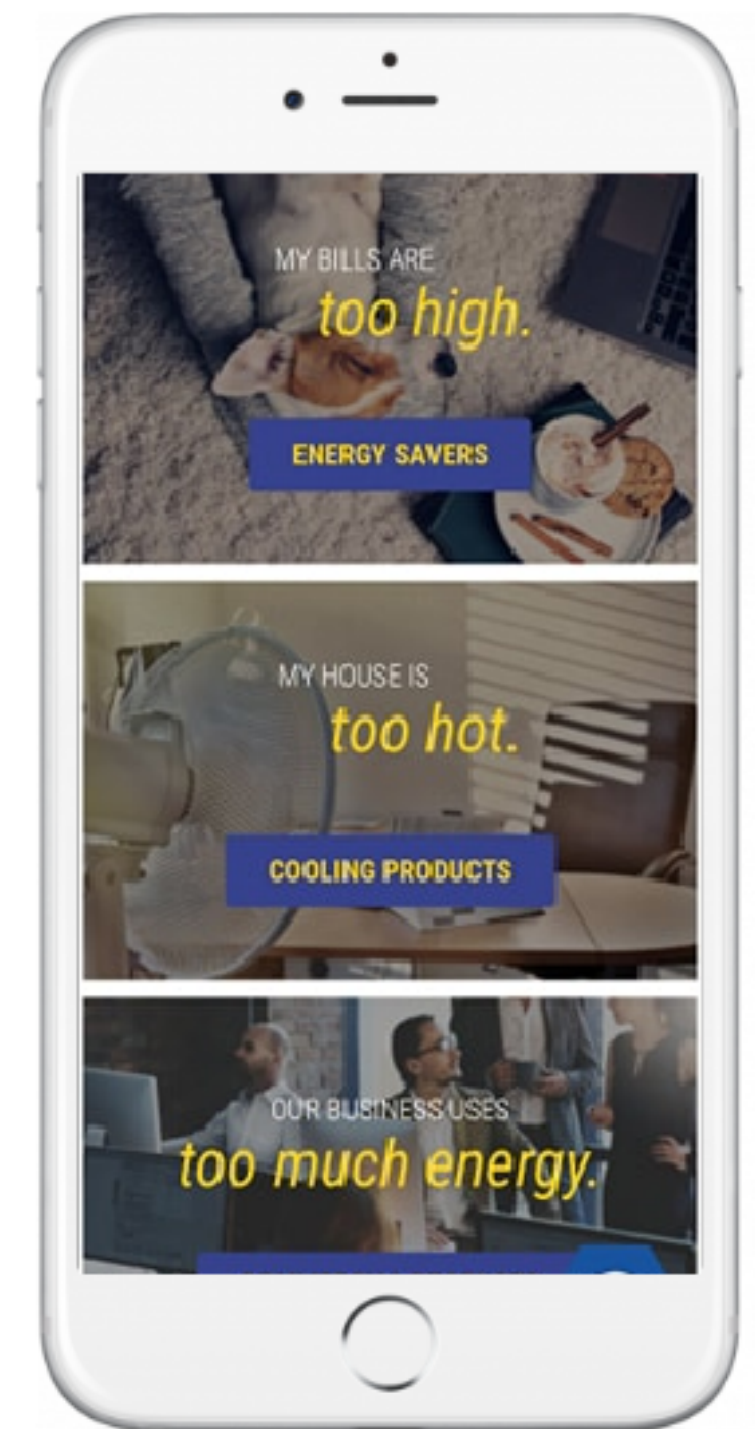
### *A Multi Channel Digital Strategy to get the right people finding the site*

#### SEO Campaign

The site was ranking predominately brand related. There were zero enquires coming from organic keywords in 2010. Fast forward to 2020, as part of a multi channel strategy it now accounts for 40% of conversion through the website

#### Google Ads Campaign

Targeting the specific geographical regions where Solarwise wished to source their work from we set up a campaign targeting the relevant services. With the quick contact form's, click to calls & live chat the calculated ROI on this campaign has exceeded expectations now accounting for 46% of Goal enquiries to the website.



**SOLAR WISE**

**SOLAR POWER 6.6KW SYSTEM**  
TIER 1 PANELS + 5KW INVERTER

FROM ONLY **\$3,291\***  
\*Including GST. T&Cs Apply.

**FULLY INSTALLED**

Only available for a **limited time!**

**FIND OUT MORE >**

# The Outcome



**"Can you turn the Adwords off, I cannot handle the number of leads"**

**Solarwise Sales Manager**

RE: DIGITAL STRATEGY

# The Outcome



ROI

17,000%

Monthly Return on Investment Per Month



**SOLAR POWER 6.6KW SYSTEM**

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