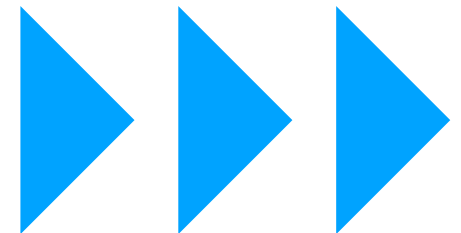
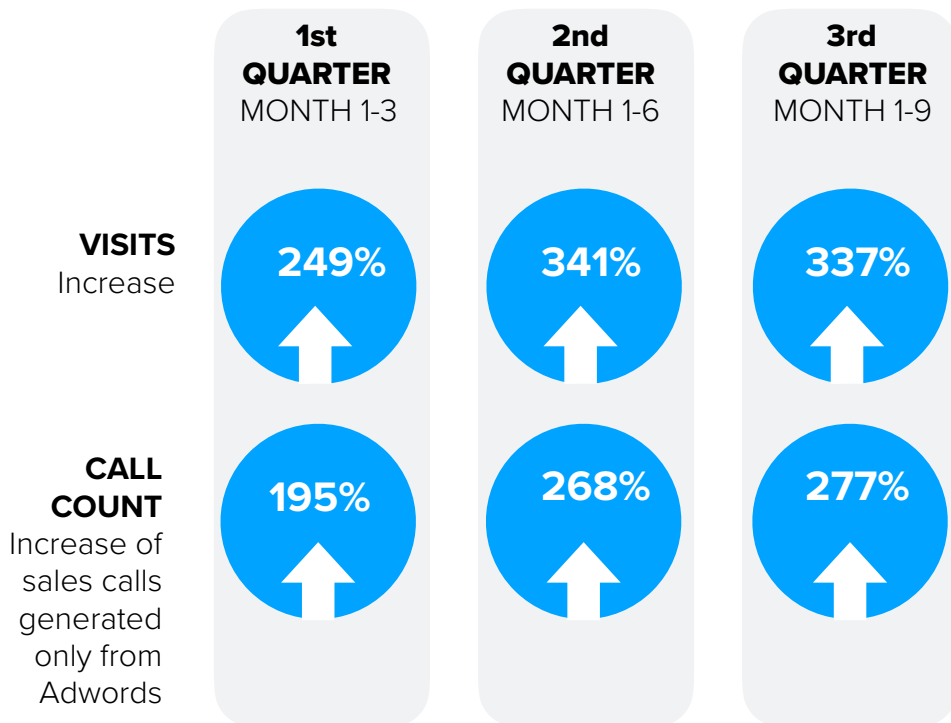
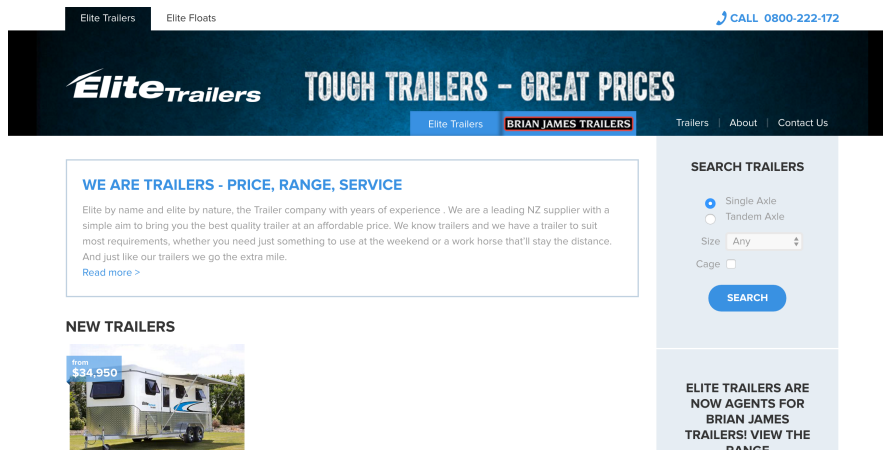




## Elite Trailers

SUCCESS STUDY





## SUCCESS STUDY ELITE TRAILERS & ELITE FLOATS



**Elite** by name and Elite by nature, they are the Trailer company with years of experience. Elite are a leading NZ supplier with a simple aim to bring the best quality trailer at an affordable price. They know trailers and have a trailer to suit most requirements, whether you just need something to use on the weekend or a work horse that'll go the distance. And just like their trailers, they go the extra mile.



### GOAL

When we met with Elite Trailers, the world of online marketing was fairly new to them, even though they had nationwide coverage with multiple branches and a great website. Traditionally doing radio, print advertising, Debbie from Elite Trailers was very interested in generating qualified leads through the new website. Being New Zealand's leading trailer supplier, it made sense for Debbie and the team to leave the online marketing to the experts.

Firefly set out with a focus on both the trailer and float market, utilising Google Adwords, Advanced algorithm optimisation paired with manual optimisation to get the campaign right. Firefly also built a remarking and display campaign which had Elite trailers ads showing across websites such as NZ herald, Trade me and Youtube who had previously expressed interest in the website, at a very affordable price.

### OBJECTIVES

1. Increase their bottom line
2. Build brand awareness nationwide for Elite.
3. Create clear and transparent reporting data for the team to easily analyse.



[EliteTrailers.co.nz](http://www.elitetrailer.co.nz) - Elite Trailers

**Ad** [www.elitetrailer.co.nz/Trailers](http://www.elitetrailer.co.nz/Trailers) 0800 001 596  
Best Quality Trailers At Affordable Prices. View On Your Mobile Today  
We Go The Extra Mile · Best Quality Trailers · You Want It, We've Got It  
Styles: Single Axle Trailers, Tandem Axle Trailers, Camping, Ride On Trailers, Livestock

#### Contact Us Today

View Our Physical Address, Phone  
Number & Emails Online Now

#### Trailer Testimonials

View What Our Happy Customers  
Have To Say About Us Online!

## Implementation and measurement

- Implemented conversion tracking for both websites.
- Installed tracking pixels and remarking code for display banner campaign.
- Analytics setup and integration.
- Attribution to phone calls to the Adwords campaign to generate actually ROI.
- Custom reporting setup to track all key metrics and performance, with a 24/7 accessible portal.
- All Google Adwords functions used to ensure the campaign included all of Elite's unique selling points (Site-links, call-outs, snippets, call extension, address linked to google + page, dynamic keyword insertion with an average of 4 ads per ad group to test effectiveness.

“ The Firefly team are part of our Elite team. Firefly have assisted us into the Google AdWords and online marketing world .

Their understanding of us and the digital minefield has helped us to be the first company people see. They proactively update us with new ways to stay at the forefront of the searching.They have the expertise in this field and it allows us to concentrate on our business.

**Debbie Gordon** Elite Trailers [www.elitetrailer.co.nz](http://www.elitetrailer.co.nz)

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## TOP BENEFITS

Designed and delivered our solution with an aggressive timeline to get started.

Clean, accurate and comprehensive data reporting analysing all visit channels and top performing key metrics, and recording offline events (phone calls) which are recorded and accessed through a call portal.

Generated a very positive return on investment campaign with added benefits such as brand awareness.

Education around the online marketing space, how the campaign are running with regular feedback and meetings on what Firefly are doing in the background to ensure Elite have the online success they deserve.