



# IDS' SEM CAMPAIGNS GENERATE LEADS FOR PIRTEK USA

**OPPORTUNITY:** PIRTEK USA, an industry leader in hydraulic hose repair and replacement, boasts over 400 locations in more than 23 countries.

PIRTEK came to IDS to improve their search engine presence by taking advantage of search engine marketing strategies. The goal was to increase paid search exposure, increase lead flow, and lower PIRTEK's cost per lead.



**100%**  
increase in conversions



**-35%**  
decrease in cost-per-lead  
(*\$179 improvement*)



**64%**  
increase in click-through rate

## IDS STRATEGY

IDS approach to enhance PIRTEK's paid search ad performance includes the following:

### KEYWORD RESEARCH:

- Develop a list of relevant keywords that are specific to PIRTEK's industry (ex. hydraulic franchise, hose replacement franchise)
- Broaden keyword research if the topic is too niche, or to showcase the brand to larger audiences.
- IDS will expand to competitor related and persona specific keywords

**NEW CAMPAIGNS LAUNCHED:** IDS launched new marketing for PIRTEK, starting with four theme-specific campaigns: Brand, Franchise Opportunity, Hydraulic Franchise, and Veterans Franchise. IDS also launched a display campaign to further overall brand awareness. Together, these strategies increased quality user traffic to PIRTEK's main site and a dedicated landing page.

**REGULAR MAINTENANCE:** IDS regularly looks to optimize paid search campaigns through the following tactics:

- Refine keywords based on user search queries
- Analyze the day/time of traffic peaks
- Analyze top performing demographics of the consumer
- Create new ad copy
- A/B tests for new ad copy

**LANDING PAGE EXPERIENCE:** IDS added a navigation menu on PIRTEK's PPC landing page at launch to direct potential franchisees to pages containing additional details about the PIRTEK franchise opportunity. Ads also included a description of this site navigation as link extensions to increase click-through-rates. As IDS obtains data, adjustments are made to the user experience on PIRTEK's site to improve conversion rates.

## RESULTS

IDS improved onsite traffic engagement and increased conversions to meet PIRTEK's objectives. PIRTEK **maintained an ad rank of 1.1 over the first three months of the campaign**, which improved exposure to the top of search engine results. IDS' SEM strategy decreased PIRTEK's cost per lead by 35%. **PIRTEK soon decided to increase their franchise marketing budget to include optimized organic content creation and weekly social posts** after seeing the exceptional results of the SEM program designed by IDS. New organic content will build on the momentum of the paid search campaigns, by educating readers showing interest in their brand.



**About IDS:** Our team of expert content and digital marketers have proven success and experience working with established franchise brands to emerging franchises. Founded in 2012, we partner with over 50+ franchises both domestically and internationally. Let IDS help you attract and convert franchise buyers and local customers to amplify your brand!

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