

Island Facility Services

Island Facility Services are one of the largest Facility Maintenance and construction companies on the Isle of Wight.

For more than 3 years we have run their AdWords Campaigns, generating inbound leads through email and phone across their range of services.



PPC Key Takeaways

200+

Contracts signed off across
a range of construction
services

Quality Leads

Contracts made with
Council's, Housing
Associations & Schools

185%

Increase in time on site
through conversion
optimization.



Our Approach

With our combined knowledge of Pay Per Click Services and Conversion Optimisation, we were able to create a series of dedicated landing pages for the services IFS offer, and create targeted campaigns around them to appear across Search Engines for keywords that convert.

As well as covering domestic installs and emergency callouts, IFS have also managed to secure contracts with Schools, Councils and Nationwide Commercial Retailers through the help of our online efforts.



Testimonial

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We were not looking for Digital Services when Charlie approached us 3 years ago, but after showing us how where so many of our competitors were lacking in terms of online marketing, we thought it foolish not to give AdWords a go.

Since working together, we have been able to expand our company across the island, completely overtaking our competitors who haven't been able to keep ahead of the trend. We look forward to working together for years to come!

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J Matthews - CEO

