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CASE STUDY:

Geotargeting PPC Campaigns & Getting Personal


Indiana Trailer Manufacturer





>> Summary

For nearly 20 years, this Indiana Trailer Manufacturer (because of an NDA, the company name has been changed to Indiana Trailer Manufacturer, abbreviated as ITM) has been producing premium aluminum trailers as the alternative to steel trailers in the Trailer/RV marketplace. Factors like exceptional design and construction with guidance from industry-leading engineers have catapulted ITM to high levels of growth and success. ITM's Toy Hauler trailers gained an increase in production due to higher demand from existing customers. However, new customer acquisition was stagnant and not meeting projected sales. To combat this, Force 5 developed a new lead generation digital strategy.



OUR ROLE

- Strategy**
- Content Development**
- Web Design**
- Paid Social**
- Web Development**
- PPC Campaign**
- Sales Lead Capture**



Challenge

ITM knows they deliver a high-quality product that is distinguishable from traditional steel trailers. They have significant brand equity in the Trailer/RV market as well. **How can ITM leverage their recognition in meaningful ways across a digital platform to fill the top of their sales funnel with fresh leads?**



Insights

To develop a new customer portfolio, we knew the best way to go about this was through a lead generation campaign. ITM asked Force 5 to focus on four specific markets. Because they were very different geographically, we knew the digital campaign would feel more personal if the content and messaging was uniquely related to each segment.



SOLUTION

To generate leads for ITM Toy Hauler, we wanted to get personal and localized. We would provide a relevant ad message, and then send the user to a unique landing page to take action. Each action would trigger a background automation that would send lead information to the appropriate place.

1. PPC Campaign

Force 5 created a PPC campaign that was targeted to ITM’s ideal customer. Setting demographic parameters, audience targeting, and geographic targeting were key in narrowcasting the customers ITM was after.

12 Campaigns were created on Google, as there were four regions Force 5 was targeting to drive traffic to the local dealerships. Each region had three campaigns, one SEM, one Display, and one Remarketing. Paid social had 4 campaigns that were region specific and was advertised on Facebook and Instagram.

2. Unique Landing Pages

From the PPC campaign, Force 5 drove each user to a unique landing page that was region specific. The landing page had imagery similar to what their “local backyard” would look like and listed the name of the dealer nearest to them. Three action buttons were present on each landing page. By making user choices limited and simple, Force 5 decreased the chance of a user leaving without taking action (bounce rate). Each button directed the user to a form. Once that form was completed, a custom message based on user’s location was displayed indicating which local dealer would be contacting them within 24 hours.



Display ad based on region



Landing page based on region



Lead gen form based on button clicked



- ITM Corporate
- Regional Dealer
- Force 5

Automation sends lead to all three entities, source tracked by Force 5