

1433 Northside Blvd. / South Bend, IN 46615

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CASE STUDY:

## Geotargeting PPC Campaigns & Getting Personal

### Indiana Trailer Manufacturer





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## >> 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
- ☒ Web Design
- ☒ Web Development
- ☒ Sales Lead Capture

- ☒ Content Development
- ☒ Paid Social
- ☒ PPC Campaign



## 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 that 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.



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## SOLUTION

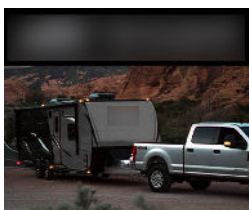
To generate leads for ITM Toy Hauler, we wanted to get personal and localized. We would provide a relevant ad message, and then send the user to a unique landing page to take action. Each action would trigger a background automation that would send lead information to the appropriate place.

## 1. PPC Campaign

Force 5 created a PPC campaign that was targeted based upon ITM's ideal customer. Setting demographic parameters, audience targeting, and geographic targeting were key in narrow-casting 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 Re-marketing. 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.



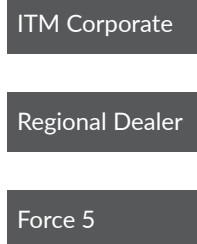
Display ad  
based on region



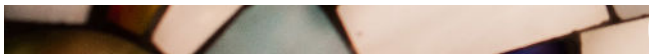
Landing page  
based on region



Lead gen form  
based on button  
clicked



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



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### 3. Creative Content Strategy

Our approach to the creative elements was a key part of the success of this ad campaign. Force 5 focused on delivering ad creative and messaging that was personalized and consistent. Consumer's expectations for personalized and relevant content is on the rise in a big way. According to a recent study by personalization platform Evergage, 88% of U.S. marketers reported measurable improvements attributable to personalization, with some even seeing an increase as significant as 10% overall. The images and headline messaging for each display ad and landing page were tailored to the users geographic location. E.g. users in the southwest saw canyons, while users from the far northwest saw rugged forests.



Los Angeles



Phoenix



Portland

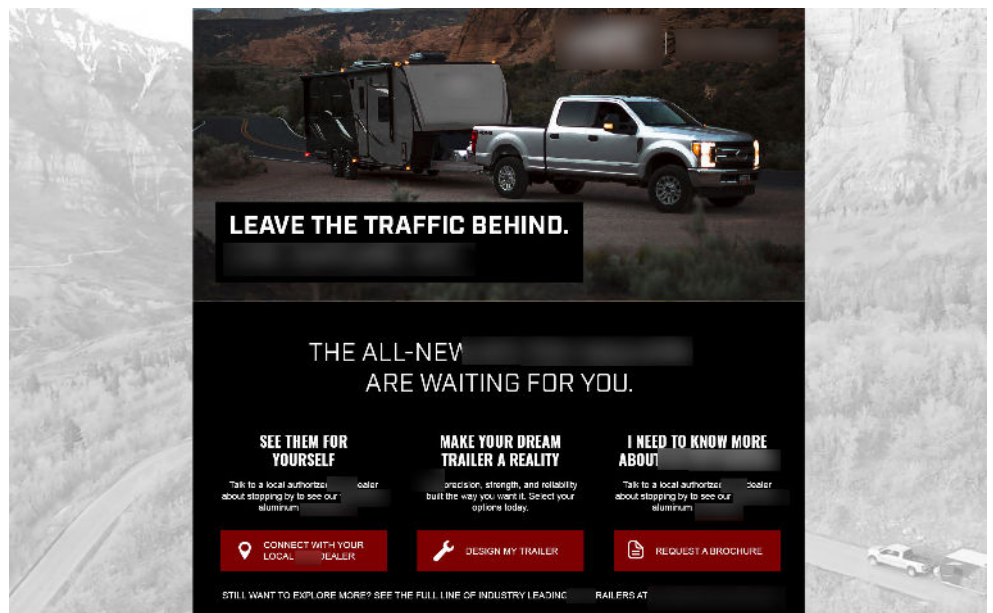


Salt Lake City

Force 5 also knew that a consistent visuals from first to final impression are critical to a digital campaign. If a user clicks an ad that looks nothing like the page to which they're directed, confusion or mistrust can grow.



Los Angeles display ad, Southern California photo, aligned with ITM brand



Appropriate lead capture form based on click, aligned with ITM brand



Los Angeles landing page, Southern California photo, aligned with ITM brand



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# Measurement

From acquisition to exit, Force 5 was able to track and measure valuable data points in order to support our campaign results. Some KPIs included bounce rate, sessions, new users, event clicks, and form completions. Taking this one step further, Force 5 also redirected form completions to the dealer, ITM corporate, and Force 5 to ensure leads were being generated. This also allowed ITM to make sure their dealerships followed up on leads within a 24hr time frame. Because Force 5 was able to track information this way, we were able to confirm if our leads garnished a sale. At the end of each day, Force 5 was able to trace the customers journey in a behavior flow chart (as far down as region specific) to make observations and recommendations about how to adjust the campaign behavior or website content.



## RESULTS

- ✓ **\$6,000 Client investment**
- ✓ **44 Requests for quotes**
- ✓ **13 Requests for brochures**
- ✓ **28 Requests for dealer to contact**
- ✓ **\$2.126 million Sales pipeline potential**
- ✓ **\$320,000 Confirmed sales**



## >> What can we do for you?

Force 5 is a full-service marketing agency in South Bend, IN. We believe in the power of brand. Whatever gets you up in the morning, whatever your “big why”, we would love to help you get great results for your brand through strategic and creative digital marketing campaigns just like this one. Looking for more than just digital? Great! We’ve got a deep bench of services too.

**Start a conversation with us today! >>574.234.2060 >>[info@discoverforce5.com](mailto:info@discoverforce5.com)**