



REACHLOCAL'S DIGITAL MARKETING SOLUTIONS MEAN THAT AB EQUIPMENT CAN ENGAGE WITH CONSUMERS AT EVERY POINT OF THEIR BUYING JOURNEY, WHEREVER THEY ARE ONLINE.

AB EQUIPMENT

ABOUT

AB Equipment is a market leader in materials handling, construction and environmental equipment, with it's headquarters in Auckland, New Zealand.

CHALLENGE

While having a strong physical presence with multiple branches across New Zealand, AB Equipment were having difficulties creating a presence online. They started to do a "digital makeover", but were unsure of the right direction to go and were in need of expert guidance.

SOLUTION

Initially, Search Engine Marketing was proposed as a way to generate leads quickly. SEO and Display Advertising were soon added. This helped ensure that potential clients could be engaged with at every point in the buying journey and wherever they were online. SEO provided an ongoing solution to ensure the business was getting organic visibility. Search Ads consistently generated relevant leads and sales inquiries through a national campaign, while retargeting kept their business top of mind and helped to increase conversions.

RESULTS

Within months of working with ReachLocal, AB Equipment had more than 1,600 new visitors to their website, which translated to 200+ calls and 200+ website form submissions.

"The key benefit with ReachLocal is they're able to explain to us the different paths to market and help us understand how we're performing in the digital marketplace."

*Nick Stewart
General Manager
AB Equipment*