

AB Equipment



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



INDUSTRY

**Construction
Equipment**



IN BUSINESS

Since 1983



CUSTOMER

Since 2016



BUSINESS TYPE

Multi-Location

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, **ReachSearch** was proposed as a way to generate leads quickly. **ReachSEO** and **ReachRetargeting** were soon added to the digital marketing mix. 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 Advertising consistently generated a great number of 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



ReachSearch™



ReachSEO™



ReachRetargeting™