

We've done some



things for Aquaread...

Our relationship has grown rapidly and we can see a massive return on our investment.”

- Managing Director, Craig Harrison

Using Search Marketing for the Technical Industry  
We have been using an integrated approach to search marketing in order to increase awareness of the brand around the world, which has resulted in an increase of traffic to their site by 50% and a significant increase in direct enquires and sales.

SUCCESS  
STORY

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Sleeping **GIANT** media  
BIG on Search



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# THE CLIENT

Since 2009, Aquaread have been manufacturing highly specialist, portable, multi-parameter water quality monitoring equipment. The devices measure properties of water, such as pH, salinity and dissolved oxygen levels. Water quality is monitored for a wide range of applications, including to check for possible pollutants and for changes in the ecosystem in the body of water, which can have devastating consequences. The target consumers are environmental monitoring groups, waste water processing plants, environmental research bodies and anyone who might need to accurately monitor water quality.

# THE BRIEF

Rather than selling direct to customers, Aquaread supply their water quality testing equipment to over 70 distributors based all over the world. Their goals are to increase their queries and conversions. Sleeping Giant Media have been working with Aquaread to increase their brand awareness by improving their ranking on search engine result pages, sending more traffic their way and ultimately generating leads.

Water  
monitoring  
equipment ↘



Aquaread were attracted to Sleeping Giant Media because they are a young, growing business in Kent who build relationships on trust, which is very important to us. ”

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Craig Harrison, Aquaread Managing Director



# THE CAMPAIGN

In order to get the best results we have been using an integrated approach to SEO and PPC.

With regards to SEO we have been working with Aquaread to develop the site and expand the content, while making sure that it complies with Google best practice guidelines. The aim is not only to improve search engine rankings but also to increase the value of the website to users and reduce the bounce rate.

We introduced Aquaread to PPC and have run targeted campaigns to bring more relevant traffic to the site. The site development and content expansion integrates well with the PPC because we have been able to keep the user on the site for longer. If you're paying for the user to visit your site you want to keep them there.

As part of this we set up tracking and goals to ensure that we are monitoring the impact of our work. The Aquaread marketing campaign is not restricted to the UK, we have also provided PPC internationally.

It's been great working with the guys at Aquaread. They've really embraced digital marketing and the integrated approach in particular. We've been able to yield some fantastic results.

- Anthony  
SGM, Client Services Director

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# THE RESULTS

Our work with Aquaread has shown some impressive results. Traffic is up about 50% year on year and the bounce rate is down. We asked Aquaread's Managing Director how SGM had helped him achieve his goals for the company:

"Aquaread came to Sleeping Giant Media wanting to increase our exposure and market presence in certain countries around the world.

This has been quantified by the direct orders we are seeing as a result of working with SGM." They also wanted "an increase in sales in the UK. This has been quantified as we are getting a lot more enquiries in the UK directly rather than through our distributors."

The aim of the brief was to increase brand awareness, which is happening so this is really positive.

Check out some

# GIANT

numbers....



Increase in conversions

416% 

69% 

Decrease in cost per conversion



Xtras

Jali  
HOME DESIGN



brakes  
fresh ideas