



TECHNOLOGY



MARKETING



CONSULTING

TRUSTED BUSINESS GROWTH PARTNER

Case Study on
STOW AUSTRALIA



CASE STUDY

Introduction

With over 40+ offices and 3 production plants globally, Stow Australia has the unparalleled ability when it comes to state-of-the-art technology and functionality. It is a member of Averys Group – European leader in industrial racking solutions.

They have been working closely with major brands across Australia for safe, efficient, and high standard warehousing solutions. Nissan, IKEA, CEVA Logistics, Mitsubishi, Select Harvests, Isuzu Australia, Montague Cold Storage, Catch of the Day, Amare Safety, Aquipa, are just to name a few of those brands.



THE CHALLENGE

Creating system that consistently generates quality leads

Despite spending heavily on their marketing budget, Stow Australia was unable to generate quality inbound leads. The ROI on marketing spend was negative.

Their usual sources of leads were conventional walk-ins, referrals, and outbound sales by the team. The number of leads through online marketing was very low.

The company had its Google AdWords running, but not well optimised enough to attract quality leads and enquiries. As a result, site visitors were dropping off at high rates and the system wasn't properly tracking the conversion.

Clearly for the highly motivated Stow team, there was plenty of scope to evolve and improve.

Stow Australia needed a trusted marketing department who could maximise their marketing channels, drive them on a day to day basis so as to enable them to scale their operations.

THE SOLUTION

Our focus of comprehensive strategy session was singular: drive online marketing channels that could consistently generate quality leads.

This meant communicating the unique point of difference in the marketplace, increasing online visibility through better Google rankings and social medias, carefully tracking and measuring each effort, ever nimble marketing strategies to fit the changing market needs.

Through our unique discovery and development session, we started by creating a strong online base for this high-potential company. The services included Website Optimisation, Refining Google AdWords efforts, Social Media Marketing, SEO, and LinkedIn Lead Generation Campaigns.

It was all done for them through our Done 4U Marketing Solutions.

“We are very happy with VIS. They’ve been helping us generate leads in a very competitive market. They’re great in their communication, thorough in their efforts. We look forward to working with them long into the future.”

- Graham Correy
General Manager

THE RESULTS

We had undertaken the project with a promise to generate quality leads, positive ROI and deliver tangible results.

With greater online presence and focused digital marketing continuing, Stow continues to be a trusted storage solutions partner for Australian businesses.

The core advantage lies in the fact that Team Stow can focus on outbound leads and providing personalised services while VIS® continues to generate quality inbound leads through Done 4U Marketing Solutions.

The results continue to be reported on a weekly basis to analyse and fine-tune the system for better results. We are proud to have delivered the promised results while decreasing their marketing expense by about 40%.

With Stow's highly motivated sales team and our dedicated marketing team working in a perfect sync, Stow Australia is set up for long-term success.



\$120K

Value of leads generated
within 90 days



We Rack the World