

Custom Exhibit House

Camarillo, CA

www.creativedisplaysonline.com



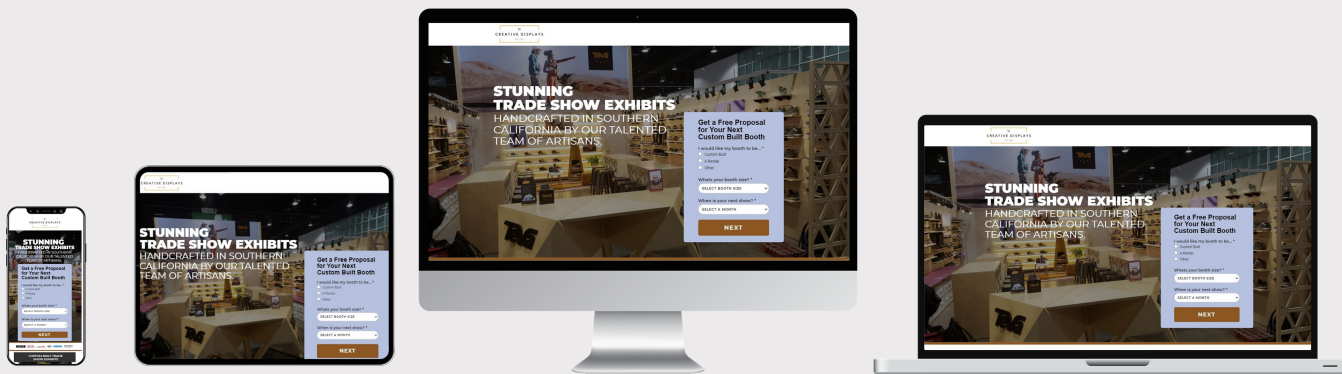
## SUCCESS STORY

### REQUEST

Creative Displays is a custom exhibit house located in Southern California with roots going back to 1976. Production Clicks was approached to roll out new marketing initiatives to compliment their recent branding updates. With an eye on inbound quality leads from Google Ads and other PPC channels, the goal was to reach new customers online and convert into leads.

### STRATEGY

The task at hand was to create not just a Custom Landing Page to go with their new branding, but to also be mindful of the engagement level a visitor has when sent to this page. The strategy was to focus on engagement by making the lead form an interactive multi-step form that asked a series of questions before adding in their contact details. For example- custom built booth vs rental, what month their next show was, etc. It captured engagement as well as qualifying information.



Beautifully managed and set up! I love it, send it!!

-Abe Geary (President) Creative Displays

## IMPLEMENTATION

Step #1- Build a Custom-Branded Landing Page for their Exhibits (rental + custom). This needed to reflect their recent brand rollout.

Step #2- Create a Multi-Step Lead Form to generate a higher level of engagement and lead generation. The average order is high-dollar and so a focus on the future client is essential to separate Creative Displays from the competition.

Step #3- Google Ads campaigns based on geography. A California lead was considered more 'high-value' and so this breakdown based on location helped to pin-point these locations specifically.

## KEY POINTS



Multi-Step Lead Form focused on a higher level of engagement and mobile optimized.



Google Ads campaigns based on geographic region to capture the highest commercial intent visitors.



Re-Targeting to stay in front of existing clients as well as new visitors from the marketing efforts.

## RESULTS

Creative Displays ended up having a 360 degree new lead generation system. From a new website, to highly targeted custom built landing pages with high end-user engagement, they now continue to have an ongoing marketing channel based on inbound and qualified traffic. Stay tuned for their new 'Broadcast Studio' marketing initiative!



33.8%

Increase in Conversion Rate



12%

Increase in Monthly Leads



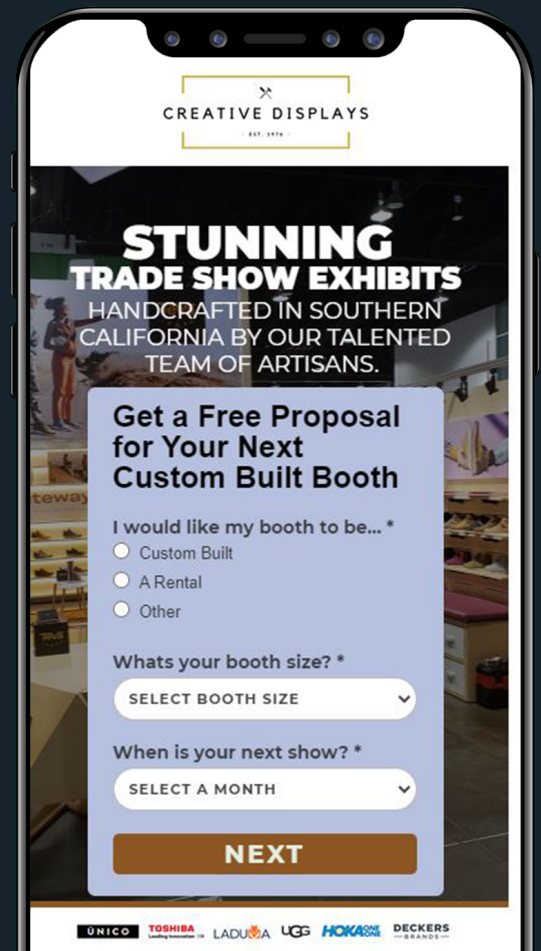
22.4%

Decline in Avg CPC



44%

Increase in Time on Site Engagement



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[www.productionclicks.com](http://www.productionclicks.com) | [hello@productionclicks.com](mailto:hello@productionclicks.com)

63025 OB Riley Rd. Suite #13  
Bend, OR 97703

