



HELILADDER

Focus on your work – not your balance!™

HeliLadder Aircraft Maintenance Systems

Bend, OR

www.heliladder.com



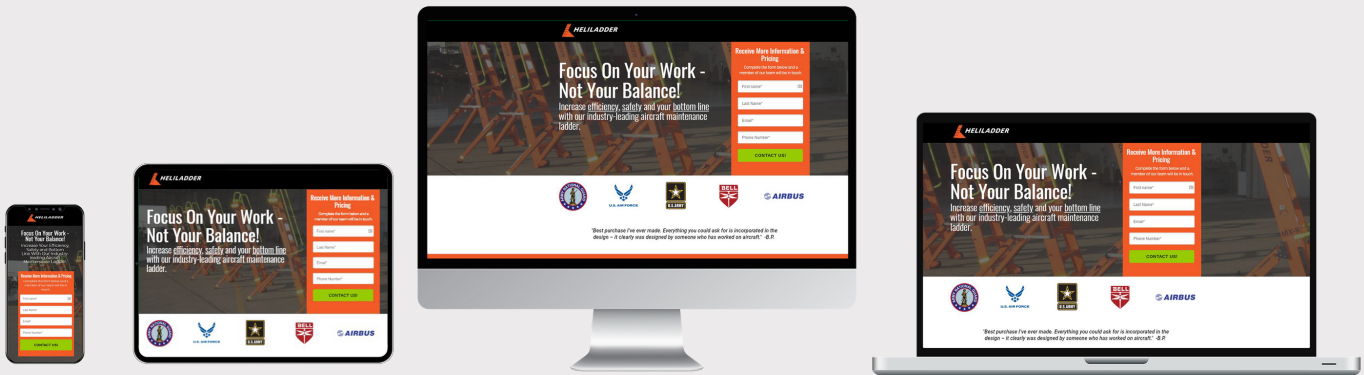
SUCCESS STORY

REQUEST

HeliLadder makes highly specialized aircraft maintenance systems. With years of success in the commercial and military space, it was time to rollout an online marketing initiative designed to target helicopter and maintenance crews looking for a safer and more effective alternative to your average folding ladder. This meant advertising on search campaigns for those looking for this type of maintenance equipment who might not have heard of the HeliLadder brand or product.

STRATEGY

The strategy was to make a custom branded landing page designed specifically to provide an introduction to this type of equipment and a 'Learn More' call-to-action. We worked to get inside the mind of the potential visitor and identify their needs and provide an improved alternative to what they are currently using. Custom sales copy that spoke to the need to save time and money especially for the emergency flight crews. If a helicopter can't respond to a call they could miss out on up to \$20,000!



“Yay! New Lead! That’s cool to see!”

-Susie HeliLadder

IMPLEMENTATION

Step #1- Build a Custom-Branded Landing Page for their HeliLadder Maintenance system loaded with sales copy with a message that time is money in the aircraft maintenance world.

Step #2- Create Google Search campaign for keywords with the highest relevance that also implied a commercial value. We wanted to identify the problem and provide a solution.

Step #3- Re-Target existing visitors to their website. Being able to set up Google Display Ads allows us to provide unique messages to their existing customers on all different devices. We even have a special campaign to announce their booth location at HeliExpo this year.

KEY POINTS



Custom Landing Page to speak directly to visitors pain points and provide a better solution with sales copy



Google Ads targeting potential buyers with commercial intent and set up new GA4 Analytics.



Re-Targeting to stay in front of existing customers and visitors to the site and special messages for HeliExpo to stop by booth at show with their booth #.

RESULTS

The end result is that HeliLadder now has an online presence and a new marketing channel to reach potential customers on top of their other in-person marketing initiatives. While still early, the search campaign is producing results and the re-targeting campaign is working behind the scenes to continually stay in front of their customers.



62%

Improvement in CTR in 1st Mo



100%

Increase in Monthly Leads



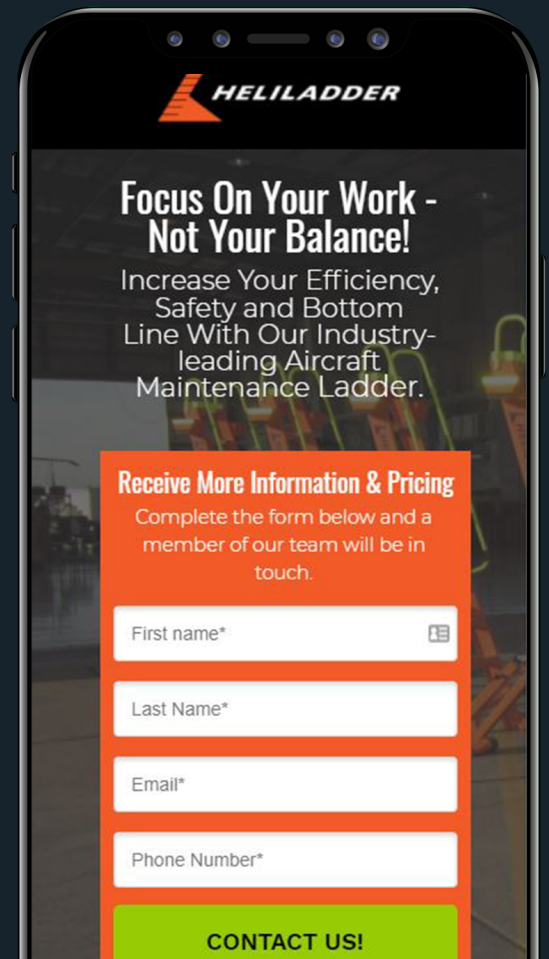
9.58%

Avg Total Cost



34%

Increase in Time on Site Engagement



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