

FAMILY BUSINESS'S SMART MOVE TO HALVE MARKETING SPEND

Established and built over the last 17 years, Extra Windows is a family run business with between 25-30 members of staff. A trade supplier and installer for quality windows, doors, conservatories, uPVC roofline products, block paved drives, paths and patios, the professional installation teams at Extra have all been trained in-house to instill good old fashioned service.

The Problem

Extra Windows had invested a lot of money on marketing and placing adverts in newspapers throughout its existence which proved to be an expensive experience providing little return on investment, with them getting lost amongst the 30+ other local companies also advertising. The cost to advertise started to rise and the amount of leads started to decline. With only a small website which did not attract many inbound enquiries it was decided that something needed to be done...

Being confident that it could deliver better installations than its competitors, Extra Windows decided to investigate other ways through which to generate more leads including leaflet drops, telesales and door-to-door canvassing, but these options were seen as too intrusive for their approach to business.

An opportunity came as the business was approached by leads2trade director, John Cohen, explaining what leads2trade does and how its consumer facing brand of Trusted Local Suppliers could be of service. Extra Windows saw that there might be another route to generate the leads they were seeking.

THE BRIEF

- To generate qualified leads for Extra Windows
- To minimise marketing costs
- To get Extra Windows in front of a targeted audience in need of its services
- To increase sales

The Results

Extra Windows saw a 40% growth in sales in 2009, its marketing costs have been halved and the company conversion rate has grown. Sales are now being secured with between 55-60% of clients visited from leads generated online.

Benefits are also being seen through leads2trade's new appointment booking service which rids Extra Windows of potential rejection problems for uncontactable leads. This type of lead is only due payable if the appointment is sat and pitched.

The leads generated by leads2trade have helped Extra Windows consider expanding and launching new products as it has been proved that there is a gap in the marketplace for them. The team are most definitely converts to generating leads online.

Nick Hewitson, Company Sales Director of Extra Windows said: "I liked that TLS only wanted to deal with the smaller family type



John Cohen, leads2trade



Nick Hewitson, Extra Windows

The screenshot shows the leads2trade website interface. At the top, it says 'Be a part of the UK's number one lead generation network and start receiving the Best Quality Sales Leads today'. Below this is a navigation menu with 'Home', 'About us', 'Lead Generation', 'Trade Offers', 'Contact us', and 'Supplier Sign-Up'. The main content area features a 'Welcome!' message from 'Trusted Local Suppliers' (TLS) and a 'Platinum service - Appointed sales leads...' section. This section includes a testimonial from Nick Hewitson of Extra Windows, stating that he is excited by the service and that business has gone from strength to strength since his first meeting with leads2trade. Other sections visible include 'How we Generate Leads', 'Lead Criteria', 'Trade Offers' (featuring Certass), and 'Appointment Bookings'.

businesses and they were proposing to speak to every client prior to sending my company the lead/customer information. I was excited by what he [John] promised although quite skeptical at first but I can honestly now say that business has gone from strength to strength since my first meeting with leads2trade and I wouldn't look back."

Future Plans

leads2trade is continuing to work with Extra Windows throughout 2010 and is supporting the company in its bid to grow by a further 25%.

Having recently expanded into the kitchens market place, leads2trade is working to support even more of the country's tradesmen through online lead generation and its unique appointment booking service which places the company above its competitors. Ensuring all leads are qualified before appointments are set up leads2trade only passes on double qualified sales leads to its members, often ridding 60% of enquiries which the members would end up paying for from other lead generation suppliers.

leads2trade Director, John Cohen said "It is fantastic to hear of such success stories from our clients, especially Extra Windows as they were one of our first clients. We know, and Extra Windows knows, that generating leads online is a cost-effective way to increase sales and we are looking forward to more companies realising this and working with them over the coming months to help them grow their businesses."

For more information see:
www.leads2trade.co.uk or
www.extrawindows.co.uk