



Digital Marketing

# Car & Van Rentals

Sees trackable sales increase and continue to grow strongly

“Rob from WSI-eMarketing worked with us to clearly understand our business, and then with the WSI Adworks team built a targeted campaign which took our vehicle utilisation from 68% to 93+% within only a few weeks. I’d recommend them to any business that is looking to increase their sales quickly”

Nevil Ireland  
CEO 1st Call Auto Rentals Ltd

### Company Profile


1st Call Auto Rentals has operated since 2005 and has over 190 cars, trucks, vans and minibuses. They have a website which allows customers to request a quote and provide not only very competitive pricing but also excellent customer service.

### Before WSI Adworks (powered by Reach Local)

Until starting to work with WSI-eMarketing and their unique WSI Adworks service, 1st Call Auto Rentals relied mainly on printed material such as Yellow Pages and local newspaper advertising, but also a wide variety of other online promotions. Things like; Match IT, UfindUs, Kelly Search, Thomson and Find the Needle, as well as Yell.com.



### Results

	Web presence	Existing Website
	Budget	£650
	Website visits	1,256
	Phone enquiries	160
	Quote requests	99
	Sales	54
	Period	First 10 weeks

1st Call Auto Rentals: ROI £6,456 = 523% ROI Per Month

However, they couldn't easily track resulting leads and found it hard to justify the spend without seeing the ROI. So WSI Adworks offered call recording, auto optimisation and a dedicated internet marketing consultant.

### With WSI Adworks

Within days 1st Call saw the number of leads and sales jump significantly and within weeks to full utilisation. They are now looking to expand the business to cope with the increased demand.

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