

# REACHLOCAL®

## CUSTOMISES SEARCH ADVERTISING TO DELIVER MULTILEVEL RESULTS FOR POOLWERX



Poolwerx was founded in 1992 and is Australasia's largest pool and spa maintenance network.

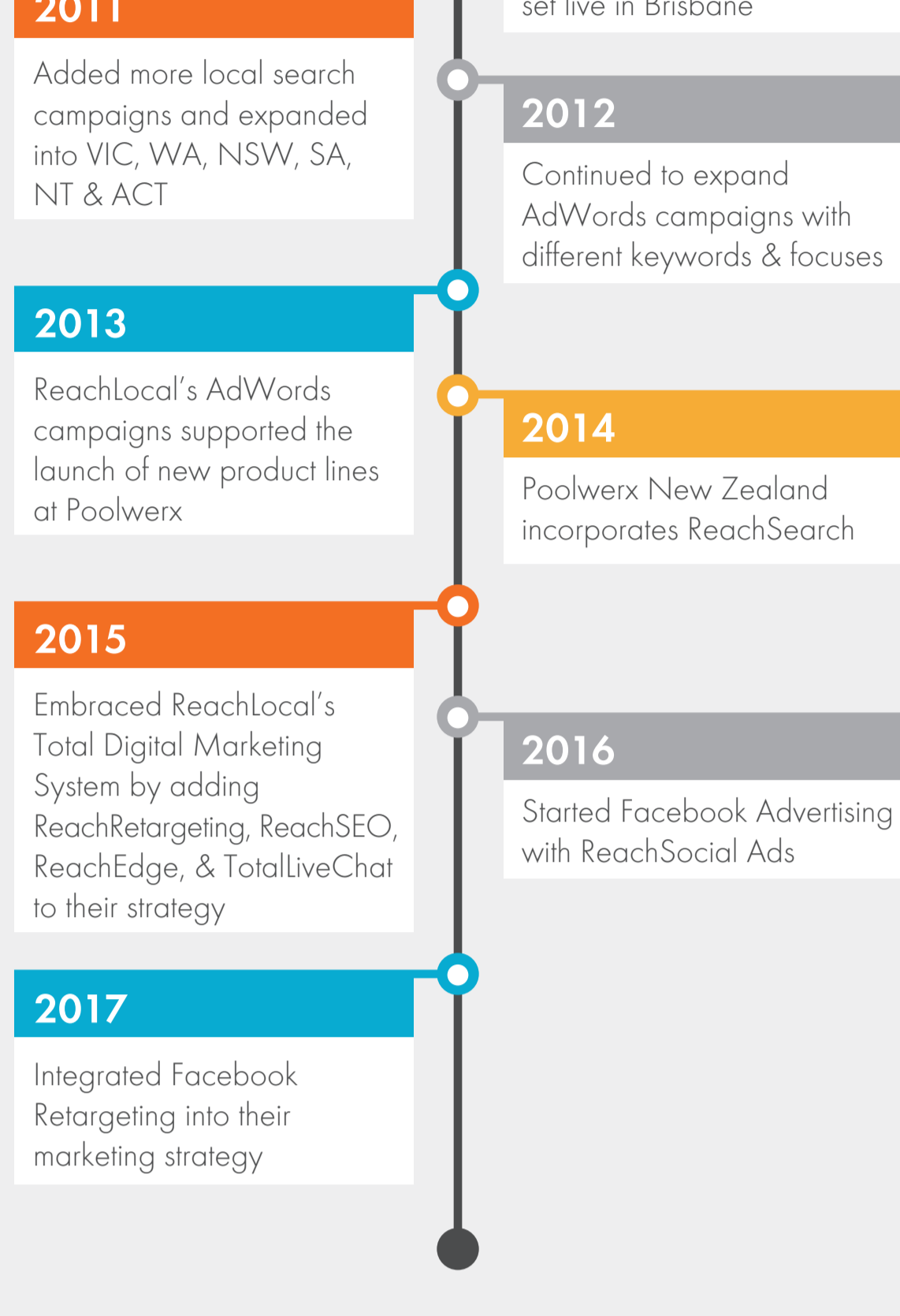
### CHALLENGES BEFORE REACHLOCAL

Before working with ReachLocal, Poolwerx's biggest struggle was finding a digital marketing partner who could service them on a national, state and local level to help them get found online. It was essential for them to see transparency across their efforts and know that AdWords actually resulted in sales.



They came across the ReachLocal brand while on a business trip in the US and immediately got in touch with the Australian consultants to put our innovative solution to work for their multi-location brand.

### SERVICES TIMELINE

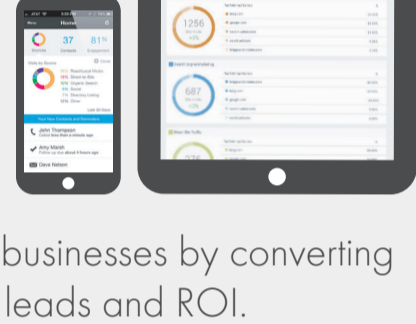


The increased exposure through a combined paid and organic strategy on Google, paired with other digital marketing solutions has provided Poolwerx with maximum visibility. All of these ReachLocal products lead into ReachEdge.



### WHAT IS REACHEDGE?

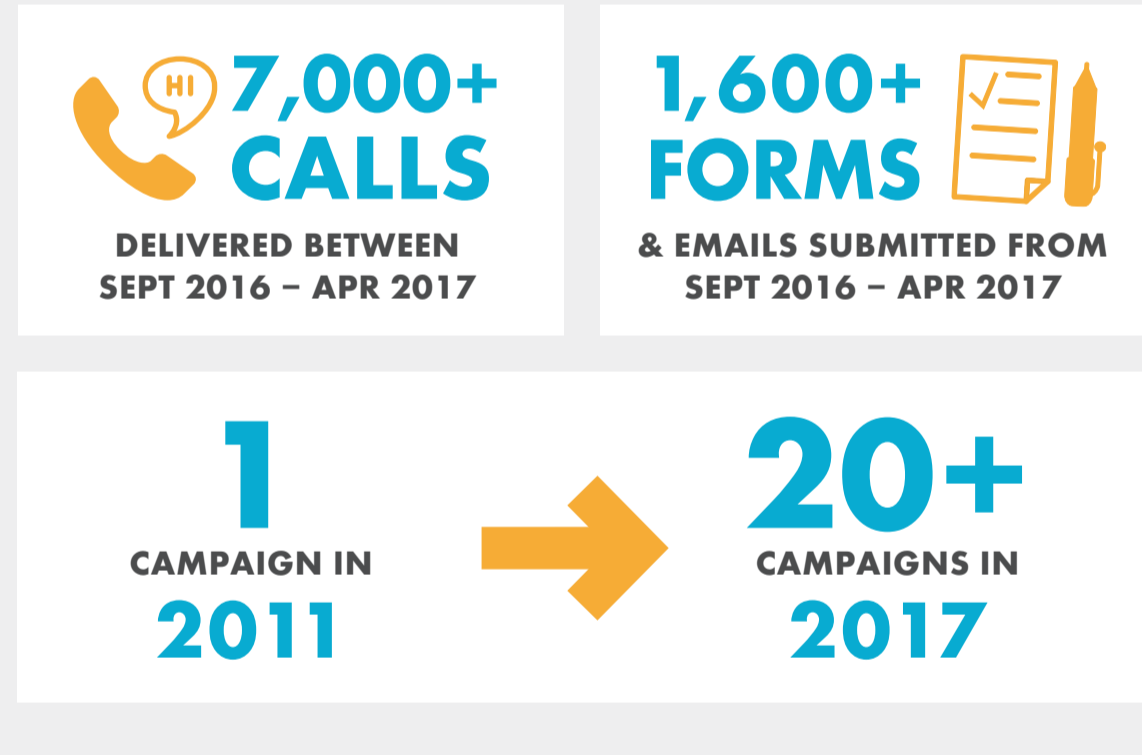
ReachEdge is a powerful lead tracking, marketing automation and analytics software solution for local businesses. It innovates the digital marketing process for businesses by converting prospects from search advertising into real leads and ROI.



For Poolwerx, being able to track click to call and listen to the interaction proved that there was a significant return of investment in Google AdWords.

"What we love about ReachLocal is being able to see the transaction run all the way through. We've been able to listen to calls where we know that we've **won \$10,000 deals**, where we've won **\$100,000 deals**. That's the real value – the real gold."  
– Lee Moore, COO Poolwerx Group

### RESULTS WITH REACHLOCAL



### REACHLOCAL: AN INNOVATIVE TEAM & APPROACH

ReachLocal's innovative, customisable search solution that combines powerful optimisation technology along with an expert service layer, has allowed Poolwerx to have campaigns running in different states and with varying seasonality. This means their business can still talk about heating in Melbourne and pool servicing in Queensland. The combination of ReachLocal's technology, tailored approach and high expertise allows for the flexibility needed for a franchise group.



This has given Poolwerx the ability to have multi-level campaigns from national down to individual franchise partner.

This innovative approach to running search advertising campaigns is something Poolwerx was missing from past digital marketing companies. ReachLocal's expert team, cutting-edge technology and ability to tie all marketing strategies together through ReachEdge has worked well for Poolwerx.

"The things we love about working with ReachLocal is the flexibility and the ability for us to swivel on a dime. As is the case with all business, you need to be able to react to what's going on in the marketplace" said Lee

CLICK HERE TO WATCH THE VIDEO!

### REACHLOCAL SOLUTIONS FOR POOLWERX

