

CASE STUDY



About

Hamilton Fitness Solutions are the experts in home and commercial exercise equipment. They offer a wide range of new and reconditioned fitness equipment and have access to exercise equipment from virtually all manufacturers, including industry leading brands.

Established in 1986, with locations in St. Catharines and Hamilton, they provide expert advice on all the equipment they sell. They also offer setup, service, support and everything in between to ensure the best experience possible.

Challenge

The Bowman family, owners of Hamilton Fitness Solutions, was opening a new store in Hamilton and knew that Google played an integral part in the success of their business. Hamilton Store Manager Dave Bowman wanted to ensure that when online customers made certain keyword searches, Hamilton Fitness Solutions would appear on the first page of results and direct customers to their website.

Solution

Metroland Digital effectively managed a 3 month Paid Search campaign on Google for Dave and his family's business. Over the 3 month period, Hamilton Fitness Solutions received 7,737 impressions resulting in 551 clicks leading directly to their website. The campaign had a very positive effect on Dave's business; they were able to close 4 big sales which easily paid for their campaign and more.

Result

After completing the Paid Search campaign, Dave learned a lot about the strategy behind Paid Search and its capabilities. The campaign led to an increase in traffic to the Hamilton Fitness Solutions website and ultimately the store itself. Dave knew that customers were primarily searching online but he now has an increased awareness of the positive effect Paid Search campaigns have on his business:

"It is imperative that a company is seen on the first page of Google searches."

Dave Bowman – Store Manager

