



8,334

Site Visits

1,356

Calls Generated

249

Skip Bookings

Budget Waste Management

ABOUT

Budget Waste Management is a prominent waste recycling company situated in Cotswolds and Vale of Evesham. They effectively deal with the ever-growing demands of waste disposal, recycling materials in the ‘greenest’ way possible. Landfill is the most expensive method of disposal, so their expansion and investment program qualifies them being at the forefront of the industry which is why they are known as the “green” skip company.

CHALLENGES

They previously ran their search campaign themselves in-house. After spending hours on setup and optimising the campaigns, they were still seeing no results. Therefore, the marketing manager was looking for an online advertising partner that could help them grow their ROI and deliver real results via the world’s biggest search engines; Google and Bing.

SOLUTIONS

The LOCALiQ digital marketing team provided them with an excellent and focused “skip hire” solution through a Google and Bing search campaign.

RESULTS

After running for six cycles with a budget of £1000 with us, they have decided to invest even more on a monthly basis and added another £200 p/c. After running for almost nine cycles now, their LOCALiQ campaign is by far delivering them the most leads. With an AOV of £125-£150, they are seeing an ROI of about £175,000.

- **8,334 Site Visits**
- **14.87% CTR**
- **£1.18 CPV**
- **£14.22 CPL**
- **1,356 Calls generated**
- **48 Emails**
- **249 Skip Bookings**