

**555**

Leads

+2.6KTargeted Search &
Social Impressions**400**

Sales

72%

Conversion Rate

Flair Blinds

ABOUT

Established in 1985, Flair Blinds are a Sunderland-based company with more than 35 years' experience in providing beautiful blinds for the home. They're now recognised as one of the largest suppliers of custom-made blinds in the UK, offering a huge variety of styles, fabrics, and colours to choose from.

CHALLENGES

Flair Blinds were challenged by their potential customers going to their main competitor - Home Flair Blinds - they were not generating enough traffic to their website and had noticed a reduction in calls. Their objective was to raise their orders by 25%.

SOLUTIONS

The client wanted to target those moving home, purchasing new homes and people completing home renovations across the North East.

LOCALiQ created two bespoke campaigns to help boost their leads, a Search Engine Marketing and Facebook Retargeting campaign centred on visits to their website.

RESULTS

Within 90 days LOCALiQ's paid advertising campaigns generated 2,652 impressions - a huge **555** leads via booked appointments and phone call enquiries - with at least **400** of these turning into a sale. A massive **72%** success rate!

Flair Blinds were extremely impressed with the results and very happy for the 3-month rolling contract to continue due to the excellent exposure gained with LOCALiQ.

“We were very satisfied with the campaign results and how they were communicated to us - the customer service was brilliant and we couldn't fault our account manager.

I would recommend LOCALiQ to anyone. Brilliant service right from the start”.

Debbie Benson - Flair Blinds