

SPI Lasers PLC

“When we started to work with Impact Media, SPI had zero search engine visibility. This dramatically changed, and even after a short period of time, SPI consistently ranked on page one. We continue to work with Impact Media on existing web projects, and we anticipate seeking their contribution in future projects. It is with pleasure that we are able to recommend their services.”

Frances Critchlow, Marketing Manager. SPI Lasers PLC

Established in 2000, SPI Lasers leads the world in fibre laser technology for manufacturing. The company is focused on the development of highly-effective laser solutions for micromachining and marking applications.

SPI Lasers required search engine marketing specialists to set up and run an SEO (search engine optimisation) and PPC (pay per click) campaign that would improve their website's natural and sponsored search listings.

Impact Media worked closely with SPI Lasers to create a first class International Pay per Click campaign and an optimised website that channels 90% of successful sales leads.



About SPI lasers

World leaders in their industry, SPI Lasers manufactures high-powered, continuous wave and pulsed lasers, providing customers with faster line speeds, finer machining capabilities, reduced downtime and lower cost of ownership than traditional solutions.

Project Background

Requiring a cost effective and targeted way of attracting new customers, whilst at the same time developing their international brand, SPI Lasers approached Impact Media to manage their Pay per Click campaign whilst optimising their website for international search engines.

Objectives

- Increase unit sales
- Increase Brand awareness

Strategy

Pay per Click

To achieve an immediate online presence, Impact media began steps to create a UK based Pay per Click campaign. Starting with thorough keyword research and competitor examination, Impact Media gained full knowledge of SPI's industry.

Working on this knowledge, Impact Media created highly targeted Google AdWord campaigns designed to increase customer conversions whilst minimising spend.

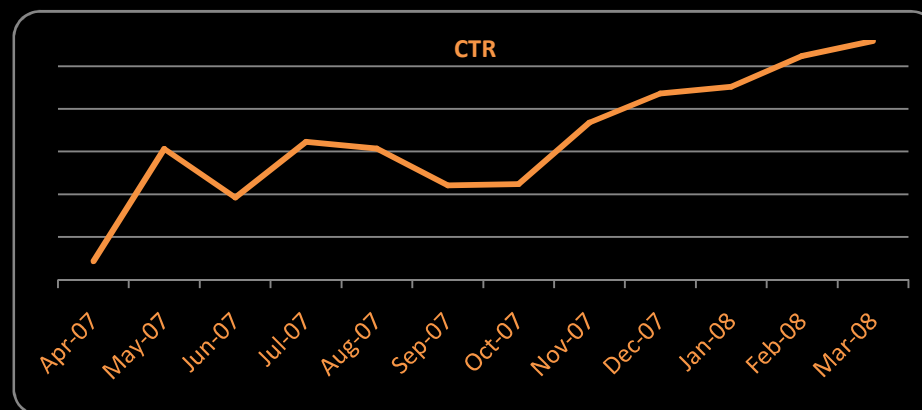
With the success of the UK AdWords campaigns, Impact Media moved to the next level and created campaigns targeting the international community. Countries included India, China, USA and Germany.

Search Engine Optimisation

Building on the work completed by the Pay per Click team, Impact Media's Search Specialists fully optimised the SPI Laser website so the search engines would see the true relevance of the website and reward it with high natural positions.

Top Level Results

SPI have been amazed by the results from their search marketing campaign and results show that over 90% of successful leads are now coming from their website. The Pay per Click campaign continues to become more efficient and has proved to be a vital component in their new marketing mix.



SPI are now returned on page one in the search engines natural listings for keywords such as:

- fiber laser application
- fibre lasers
- laser marking systems

With the help of Impact Media, SPI will continue to develop business from their online lead generation campaigns and will continue to maximise their online visibility.