



FOR RESCON BUILDERS, OVER 2,000 LEADS WERE GENERATED
THROUGH SEARCH ADVERTISING AND LIVE CHAT OVER
A PERIOD OF SIX MONTHS.

RESCON BUILDERS

ABOUT

RESCON Builders is an Australian-owned and operated business that specialises in the construction of granny flats. They pride themselves in meeting all projects on-time and on-budget.

CHALLENGE

RESCON Builders had previously worked with other operators and were not impressed by their lack of transparency. They wanted to partner with a company that would spend the time and effort to understand their online presence. From their investment, they wanted to be able to clearly see the quality of prospects that were coming through their website and how many of them were converting into customers.

SOLUTION

ReachLocal provided the transparency that RESCON Builders needed, as well as a level of service they hadn't received before. ReachLocal implemented campaigns including Search Engine Marketing, SEO and Live Chat. This left no room for prospects to fall through any gaps of the purchasing journey for granny flats.

RESULTS

RESCON couldn't be happier with the clear transparency they now have on all their digital activities. With increased leads from their various campaigns, RESCON is now building over 200 granny flats a year.

"We felt like ReachLocal demystified the whole process, and we were able to get the information we needed as to how we're progressing and which keywords are working. ReachLocal has almost become our marketing department for our online presence, and the numbers speak for themselves; it's literally double, and we couldn't be happier with that result."

*Tim Cocaro
Managing Director
RESCON Builders*