



Case Study: BPA Corporate Facilitation

Background:

BPA Corporate Facilitation specialises in training call centre staff in sales and customer service skills. The company's clients include businesses with call centres in the UK and Europe, across a variety of industry sectors including Travel, Retail, Information Technology & Leisure.

Objectives:

The brief from BPA Corporate Facilitation was to increase their website presence in the search engines in order to gain more leads and enquiries from potential customers in the UK and Europe.

Solution:

It was decided to start promoting the website through a pay per click campaigns with Google Adwords. However, BPA Corporate Facilitation's website was due an overhaul, and the content was rather out of date – this could put off visitors to the website from making an enquiry. To overcome this while the website was being redeveloped, a new microsite was created with information about each of the services provided by BPA, including information about the companies they work with and some client testimonials. The microsite could only be accessed from the pay per click ads on Google Adwords. The microsite was kept small, but containing enough information for visitors to the site to understand BPA's offering and make it easy for them to contact the company.



Results:

From September 2005 onwards, BPA Corporate Facilitation have received a number of enquiries from large and small companies in the UK and Europe. This has led to new customers, increased revenue to the company and more than covered the costs of the campaign resulting in a good return on investment.

BPA Corporate Facilitation

www.bpaworldwide.co.uk

