

Lawton Printers hits 25% in annual growth with the help of an agency partner

Goals:

Expand beyond central Florida after more than a century and land new customers nationwide with scratch-off printing

- Win new customers needing scratch-offs for promotions, fundraisers, corporate events, sports teams, etc.
- Convert scratch-off buyers into permanent customers with other, traditional printing services



Net Conversion uncovers qualified leads and new opportunities for a family-owned business offering scratch-off printing.

Results & Metrics:



Cost per lead today, down from \$110 in 2009



Conversion rate (click to lead), up from 2.5% in 2009



Annual growth rate since working with a Google Partner



Drive Sales

Lawton Printers & Net Conversion Case Study

Products: [AdWords](#)

Lawton Printers began as a small job shop in sleepy little Orlando. Today, Net Conversion helps them offer advanced printing services nationwide.

Game Plan: Google AdWords

- ▶ Redesign website to highlight Lawton's up-to-date printing capabilities
- ▶ Launch a proof-of-concept campaign, followed by targeted national campaign

"Why should I reinvent the wheel? I let Net Conversion do what they're good at, and I do what I'm great at, which is printing and providing great service."

Tyler Koon - president
Lawton Printers

Why it worked:

Target campaigns

"We set the scratch-off campaign to target nationwide. Tyler started getting calls from all over the country, from big players. He's talking to companies he would never have been able to talk to before, if he had a sales force of 1,000 people."

Frank Vertolli - cofounder
Net Conversion

Qualified leads

"It's in huge part due to Net Conversion that we've been able to grow our business, because of the amount of leads and opportunities that online brings us. We know when the lead comes to us that it's qualified and that we're well suited for it."

Tyler Koon - president
Lawton Printers

Optimization

"We get down to keyword level with AdWords, and know what's driving phone calls. It helps us give another layer of data to really optimize the campaigns, and to make sure that we're sending Lawton Printers the most qualified leads possible."

Ryan Fitzgerald - cofounder
Net Conversion



Learn more about Google Partners.
www.google.com/partners/#a_search



Learn more about Lawton Printers.
Visit: www.lawtonprinters.com