



BCL Power.

Electrifying results for BCL Power x Spinks Creative collab

The Challenge

For over 30 years, BCL Power has been a trusted provider of top-notch uninterrupted power supply (UPS) products and services, boasting a dedicated team nationwide for round-the-clock maintenance and support. Despite its esteemed reputation, BCL Power recognised the importance of expanding its brand presence and reaching a broader audience.

Turning to Google for solutions, BCL Power sought a strategic partnership to revitalise their marketing efforts. That's where we stepped in, armed with a tailored suite of marketing solutions designed to address BCL Power's specific needs and objectives.

The Campaign

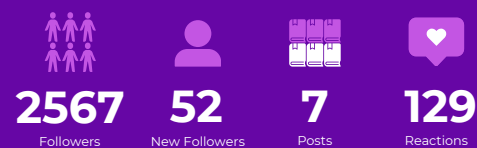
- **Content Marketing:** Creating engaging blogs and LinkedIn content to showcase expertise and industry insights.
- **Email Marketing:** Engaging existing customers and nurturing leads with personalised content.
- **Google AdWords:** Maximising online visibility with targeted campaigns.
- **Case Studies:** Highlighting success stories to build credibility.
- **Event Support:** Additionally, we offer services such as QR code creation and reporting, landing page development, graphic design, printing and sourcing of additional stand elements to support their upcoming event.

The Results

Together, we are positioning BCL Power as a trusted authority in the power supply sector, driving conversions and fostering long-term customer relationships.

LINKEDIN STATS

March 2024



HOW DOES THIS COMPARE TO LAST MONTH?



EMAIL REPORTING

First email campaign

Click Rate.



Unique Clicks: 524

Industry Average: 2-5%

Open Rate.



Unique Opens: 2,389

Industry Average: 17 - 28%



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Results

- **Blogs:** Increased website traffic by **XX%** within the first three months. People were actually reading and engaging with the content.
- **Social Media:** Followers up by **XX%**, engagement through the roof, and a community that gave a damn about what BCL Power had to say.
- **Emails:** Open rates soared by **XX%**, with a significant bump in click-through rates. People were clicking, reading, and converting.
- **Google Ad Words:** Click-through rates doubled, and conversions followed suit. BCL Power was finally being seen by the right people.
- **Graphic Design:** Those monthly highlights? They became a staple, with customers eagerly awaiting the next one. Professional, polished, and effective.
- **Photography:** Real, authentic images that showed BCL Power in the best light.
- **Engagement** on social media and the website build was elevated by having the real faces of BCL Power within it.



Lewis Gulliver

BCL POWER

“The diligence, passion and enthusiasm of the Spinks team has been a breath of fresh air as our new website has received great feedback and the revamp of our online presence has already been a hit with customers, suppliers and industry colleagues.”

Incoming leads? you bet!

Thanks to our powerhouse marketing strategy, BCL Power has seen such a surge in qualified leads that they've had to bring on a dedicated salesperson to keep up with the demand. Within just three months of launching, they've doubled down on their investment with us knowing that every lead we generate is spot-on and ready to convert.