

Belt Corporation Of America

A manufacturer of specialty industrial belting.

www.beltcorp.com

Services Performed

- + PPC
- + Call Tracking
- + Analytics
- + Directory Placement

Background

Belt Corporation is a Cumming, Georgia-based manufacturer of specialty industrial belting. In business since 1985, Belt Corporation's products are used in a range of applications, including automotive timing belts, office automation devices, banking equipment and industrial drives. The company also provides custom belt design and manufacturing services.

Scope

Belt Corporation turned to TopSpot in 2006 for paid web marketing services, including management of the company's PPC campaigns in Google, Yahoo! and MSN Search (later Bing), as well as evaluation of placement on industrial directories. In addition, TopSpot implemented Google Analytics and call tracking to evaluate which marketing campaigns were generating a higher return on investment (ROI).

Client Benefit

In addition to securing expertise in paid search campaign management, Belt Corporation sought clear data on ROI: the company wanted to know with the greatest possible accuracy *which paid ads were delivering the most traffic and, especially, the most conversions*. Before call tracking, TopSpot, with the use of Google Analytics, provided monthly reports on site usage and behavior by visitors referred from the various paid campaigns.

Campaign	Number of Clicks	Cost Per Click
ThomasNet	285	\$9.35
GlobalSpec	65	\$17.94
Google Adwords	900	\$1.67

Now, through the use of specially assigned phone numbers that appear dynamically on the site, Belt Corporation can *learn how many phone calls were generated by a particular campaign*. Prior to call tracking they could not account for offline leads. In addition, phone calls are recorded to learn which products or services potential customers are seeking. By tracking leads and comparing them against their monthly spend, *Belt Corporation has the data at hand to guide its web marketing efforts* and to help decide where its marketing dollars are best spent.

Campaign	Number of Phone Leads	Cost Per Phone Lead
ThomasNet	11	\$242.36
GlobalSpec	2	\$583.00
Google Adwords	53	\$28.30