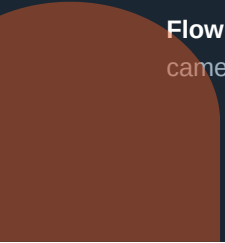


CLIENT RESULTS · 2026

Real Campaigns, Real Results

A look at how Flow Digital helps construction and trades businesses turn ad spend into booked work, with the problems, the approach and the numbers behind three real client campaigns.

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Advertising isn't "set and forget"

The businesses that win online are the ones that keep refining, not the ones that launch once and walk away.

Most construction and trades businesses that have tried digital advertising have a similar story: they ran some ads, spent real money, and saw underwhelming returns. The problem is rarely the platform itself, it's that advertising is treated as a one-off switch rather than an ongoing system that needs attention.

Search behaviour shifts, competitors change their bids, ad fatigue sets in as the same audience sees the same creative again and again, and what worked last quarter quietly stops working. Without regular optimisation, even a well-built campaign drifts, wasted spend creeps back in, and the cost per genuine enquiry climbs.

The two things most accounts get wrong

Firstly, they never prune, budget keeps flowing to search terms and audiences that don't convert. Secondly, the creative goes stale, the same image and message runs for months until the audience stops noticing it. Fresh creative and continual optimisation are what keep an account performing.

Every campaign in this document is actively managed. That means weekly review of search terms, negative keywords and bids, regular testing of new ad copy and visuals, and a constant focus on the metric that actually matters: cost per booked job, not cost per click.

01

Ad fatigue

Audiences tune out creative they've seen too often. Refreshing visuals and messaging keeps click-through rates from sliding.

02

Wasted spend

Without weekly pruning of search terms and negatives, budget leaks to clicks that never turn into enquiries.

03

Shifting competition

Competitors adjust bids and offers constantly. A campaign left alone loses ground even if nothing on your end changed.

Apex Roof Painting

A brand-new account that delivered leads from the very first week.

The problem

Apex came to Flow Digital after a frustrating run with a previous agency, spend going out but not enough quality leads coming back.

The approach

Flow Digital built a brand-new Google Ads account from the ground up, structured around the services that actually drive revenue: roof painting, roof cleaning, repointing and ventilation. Tight negative keyword lists and conversion tracking on calls and quote forms were in place from day one.

The solution in action

Ongoing weekly optimisation of search terms, bids and ad copy kept cost per conversion low and the lead flow consistent as the account scaled.

369

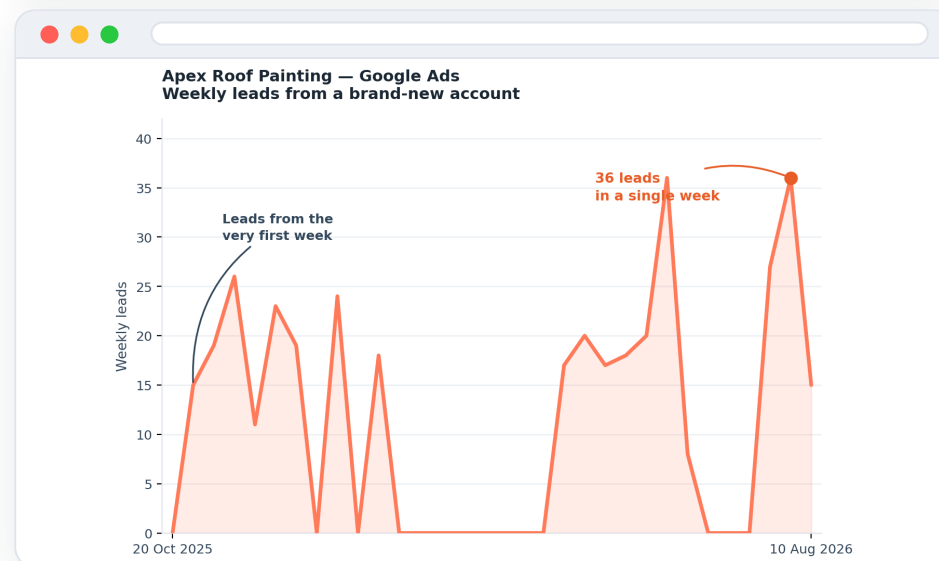
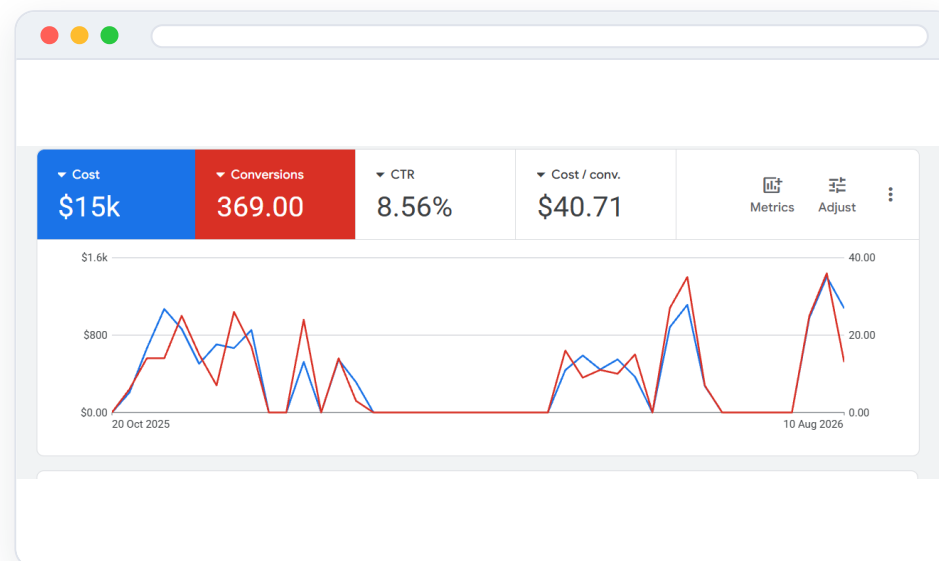
total leads over 10 months

17

average leads per active week

\$26

per booked enquiry



Apex Roof Painting

Recovering from a website hack and rebuilding search rankings from zero.

The problem

Apex's website had been hacked, and the damage went beyond the site itself. Their keywords had never reached the first page of Google, and once the site was compromised, they dropped off search entirely, cutting off a channel that should have been driving enquiries.

The approach

Flow Digital stepped in to clean up the hacked site, remediating the security issues and repairing the technical damage, then took over the SEO to rebuild rankings properly. The work combined a full site clean-up with a structured on-page and content strategy targeting Apex's primary service keywords.

The solution in action

Within three months, Flow Digital had remediated the website and turned the SEO around. Apex's primary keywords now rank in positions one to seven on the first page of Google, a complete reversal from being nowhere in search at all.

1–7

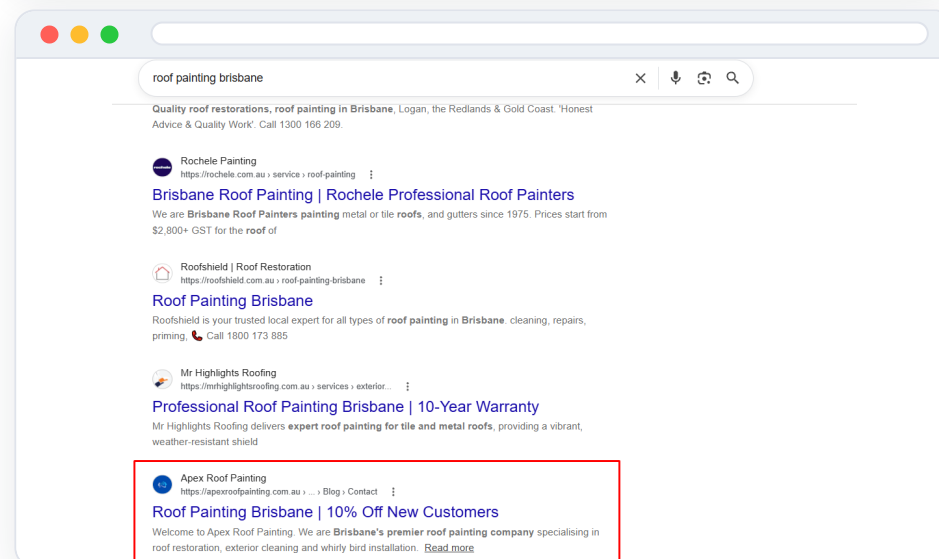
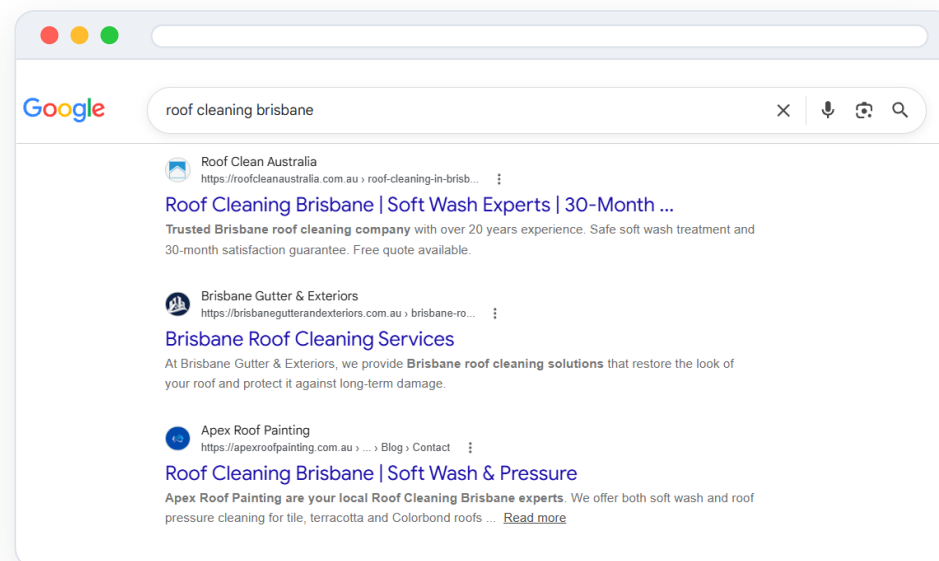
primary keywords on
page one

3 mo

to remediate and recover
rankings

Fixed

hacked site cleaned and
secured



McPherson Window Cleaning

Rebuilding organic visibility in a competitive local market.

The problem

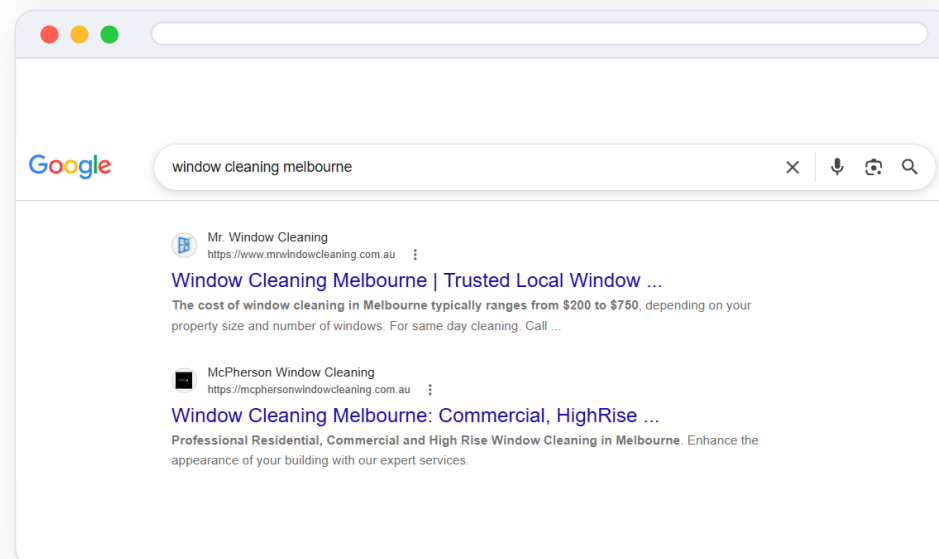
Before working with Flow Digital, McPherson Window Cleaning's SEO had taken a major hit and qualified organic traffic had dried up.

The approach

Flow Digital implemented a strategic content programme aligned to the most important commercial keywords, alongside steady Google Business Profile optimisation and local landing pages built to rank for suburb-level searches.

The solution in action

Over a twelve to sixteen month period, qualified traffic began to take off, proving that with the right SEO strategy, consistent lead flow and strong local visibility follow, and keep compounding without a cost per click.



300%

increase in organic
search traffic

4×

increase in leads &
booked appointments

100%

increase in AI visibility

Builders Helping Builders

A brand-new site earning citations in Google's AI results in just four months.

The problem

Builders Helping Builders helps existing construction business owners navigate QBCC nominee supervisor and licensing upgrades. Their audience is high-intent but information-hungry: owners researching a complex process well before they commit. The site was brand new, with no search visibility to capture that demand.

The approach

Flow Digital built an AI SEO content strategy around the exact questions these owners search, producing a series of blogs on the licensing and nominee process. The content was structured not just to rank in traditional organic search, but to be surfaced and cited by Google's AI Overviews and AI mode, where high-intent research increasingly begins.

The solution in action

Within four months of launch, the site is already cited directly inside Google's AI Overview for competitive licensing queries and ranking on page one of organic search, an unusually fast result for a new domain in a specialised niche. That visibility is already converting, turning searchers into genuine enquiries and phone calls.

15

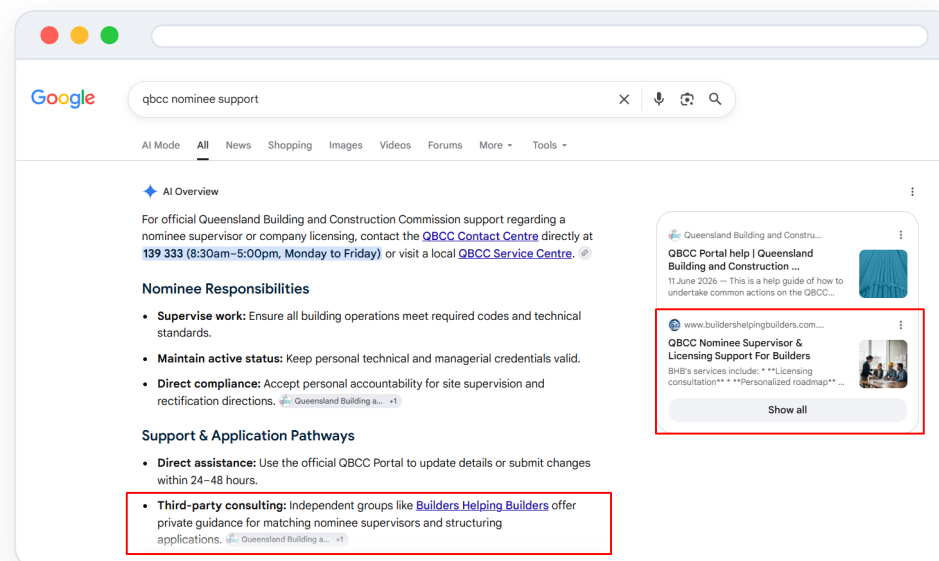
website leads generated

10+

qualified phone calls

123

total web search clicks



Upmarket Homes

When the website matches the quality of the work, the ads finally convert.

The problem

Upmarket Homes had an existing Meta Ads campaign that wasn't converting. Spend was going out and reach was building, but enquiries weren't coming in, the website simply didn't reflect the quality of the homes being built.

The approach

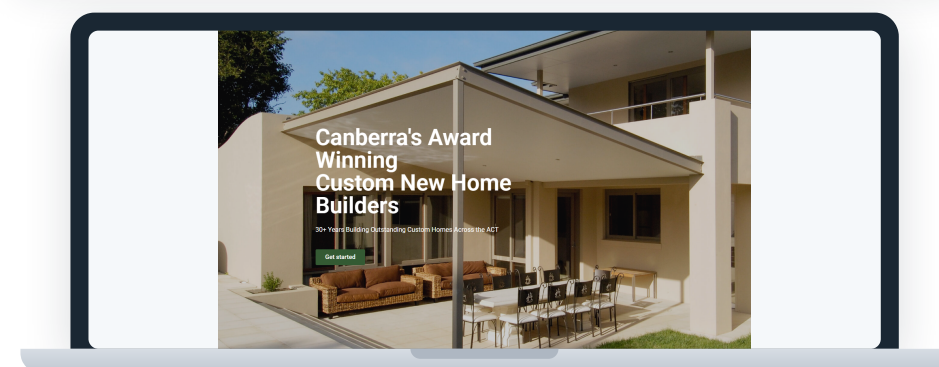
Flow Digital designed a new campaign landing page, rebuilding the online presence to match the brand's premium positioning, with a conversion-focused layout, professional project galleries and clear calls to action.

The solution in action

With the site performing, the Meta campaign was restructured around carousel and video formats showcasing their award-winning Canberra builds, reaching over 107,000 unique people across the market.



Ad ↑↓	Delivery ↓	Results ↑↓	Cost per result ↑↓	Budget Ad set	Amount spent ↑↓
Carousel - August	Active	Lead (Form)	Per Lead (Form)	Using campaign...	\$142.13
Carousel - July	Off	26 Leads (Form)	\$86.50 Per Lead (Form)	Using campaign...	\$2,248.89
Carousel - May	Off	29 Leads (Form)	\$113.55 Per Lead (Form)	Using campaign...	\$3,292.96
Carousel - April	Off	11 Leads (Form)	\$104.62 Per Lead (Form)	Using campaign...	\$1,150.85
Single video	Off	12 Leads (Form)	\$132.87 Per Lead (Form)	Using campaign...	\$1,594.46
Carousel	Off	22 Leads (Form)	\$91.35 Per Lead (Form)	Using campaign...	\$2,009.62



100

new leads over 10 months

3–4

leads per week, consistent pipeline

68%

increase in time spent on site

Reclaim Energy

Turning a slow, cluttered website into a fast, lead-generating asset.

The problem

Reclaim Energy's website had aged badly. It was slow, cluttered and weighed down by years of outdated plugins and files, a frustrating experience for visitors and a drag on every other marketing channel pointing to it.

The approach

Flow Digital rebuilt the site from the ground up, stripping out the redundant plugins, files and legacy code, and re-engineering it for speed and clarity. A dedicated Find a Dealer function was added so visitors could connect with their nearest distributor or installer in just a few clicks, alongside a dealer portal giving installers and distributors quick access to warranty claims, product manuals and other important customer information.

The solution in action

The rebuilt site loads in around half a second, a dramatic improvement on the old build. With a clean, fast experience and a frictionless path to a local dealer, more visitors are converting into genuine enquiries.

0.5s

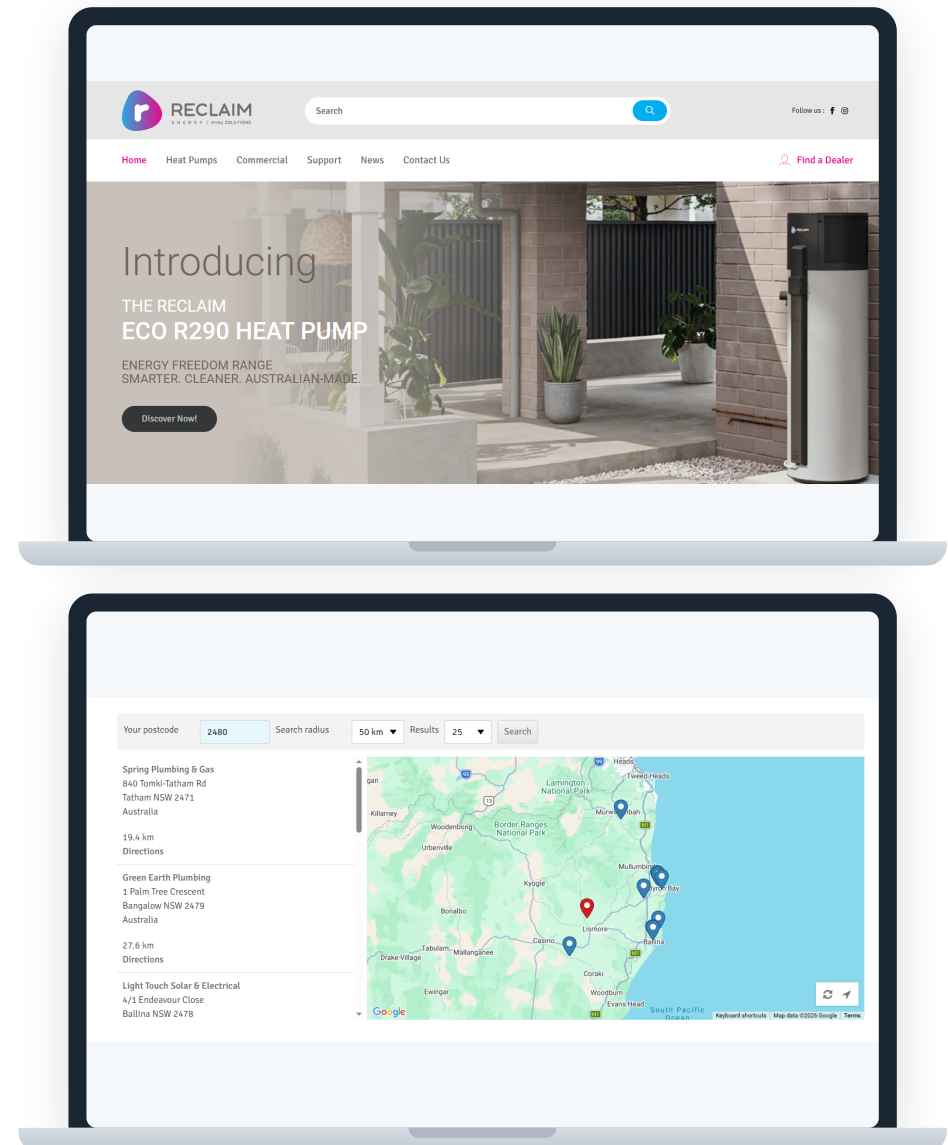
page load time on the new build

150%

increase in leads generated

Dealer

locator connecting visitors to installers



Reclaim Energy

Beyond the rebuild: connecting the new site into a complete marketing system.

A dealer portal at the centre

The rebuild wasn't just a fresh coat of paint. At its heart sits a dedicated dealer portal, giving installers and distributors a single place to access warranty claims, product manuals, social media images, editable PDFs, brochures and training material, everything they need to represent the brand and support customers.

CRM integration into Zoho

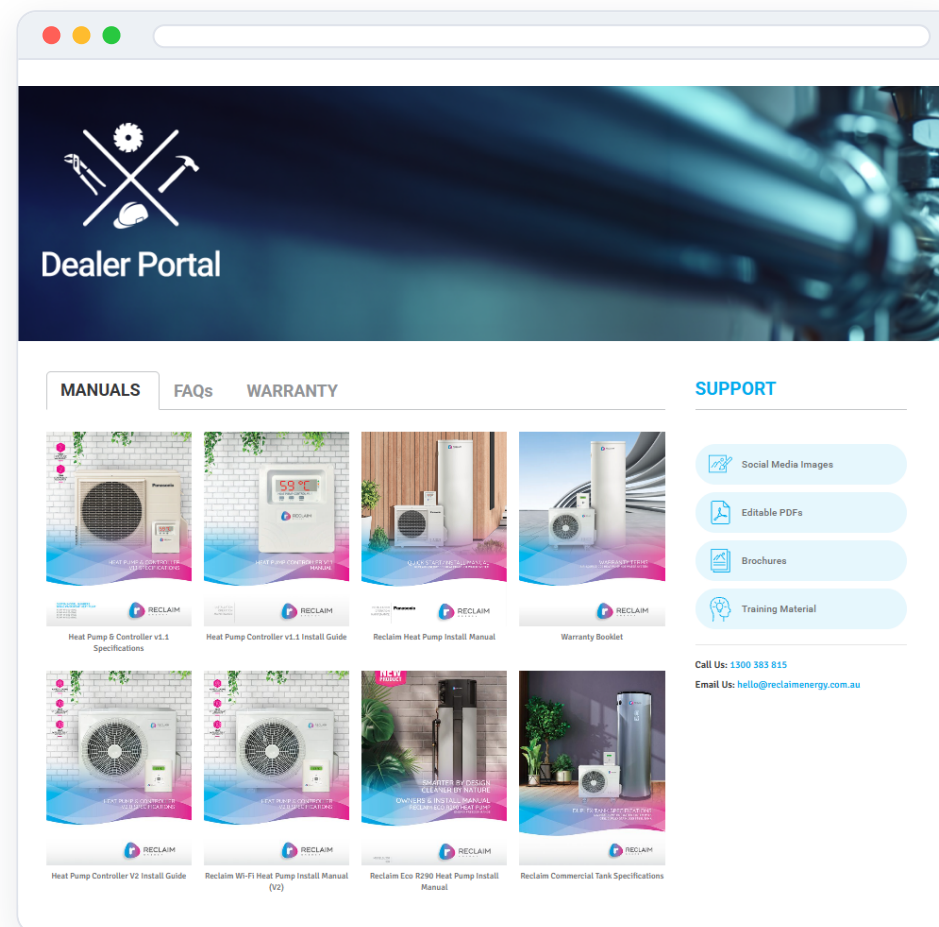
Enquiries and dealer activity now flow directly into Zoho CRM, so no lead or request slips through the cracks. Reclaim has a clear, structured view of every contact and where they are in the journey, rather than information scattered across inboxes.

Automated email workflows

Email automation was built on top of the CRM, so enquiries, dealer onboarding and follow-ups are handled promptly and consistently without manual effort, keeping both customers and dealers engaged at the right moments.

Full Google marketing integration

The site is fully integrated with Google's marketing tools, connecting analytics, tracking and campaign data end to end, so every channel is measurable and every marketing dollar can be traced to a result.



One connected system

Website, dealer portal, CRM, email automation and Google marketing tools, all working together rather than as disconnected parts.

NRD Building Design

A design firm's first website, built to generate leads and prove expertise.

The problem

NRD Building Design had never had a website. As an architectural drafting and building design firm, they had no online presence to establish their capability, showcase their expertise, or capture the steady stream of local enquiries their reputation deserved.

The approach

Flow Digital designed and built their first website from scratch, geared specifically towards lead generation. The design was crafted to establish credibility and expertise at a glance, with clear calls to action throughout. A multi-area strategy was built in from the start, with dedicated "areas we serve" pages to improve SEO across every region NRD works in.

The solution in action

With a professional, conversion-focused site in place, NRD went from no online presence to a consistent inbound channel, more phone calls and a steady flow of qualified lead form enquiries every month.

4×

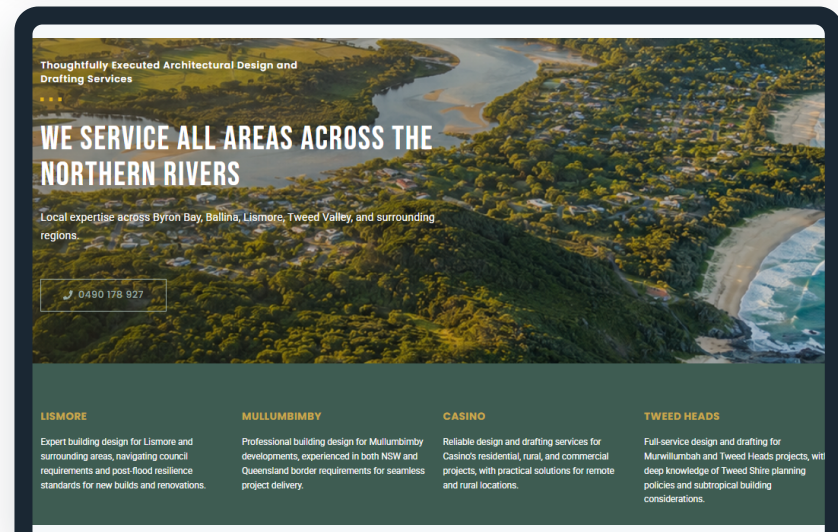
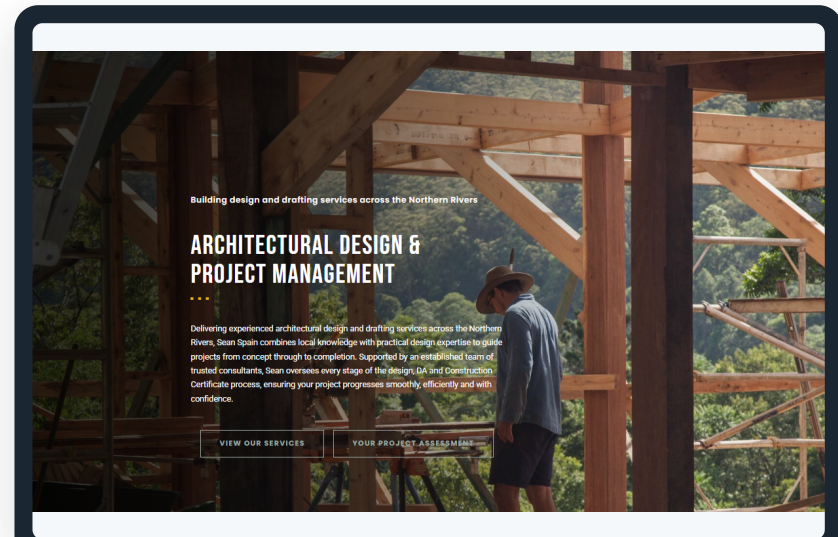
more phone calls

4

lead forms submitted
each month on average

1st

website for the business



NRD Building Design

Ranking across multiple regions with an areas-we-serve strategy.

The multi-area strategy

Rather than targeting a single town, the new site was structured around dedicated "areas we serve" pages, each optimised for a specific region NRD works across the Northern Rivers. This let a brand-new domain compete for local searches in every market at once.

The result

Within six months of launch, NRD's regional keywords were ranking in positions one to five, an exceptional result for a new site in a competitive local niche. The firm now appears at the top of search for drafting and building design across multiple towns, not just its home base.

Each areas-we-serve page pulls in high-intent local searchers, turning organic visibility directly into enquiries, and reinforcing the lead-generation goal the site was built around.

1–5

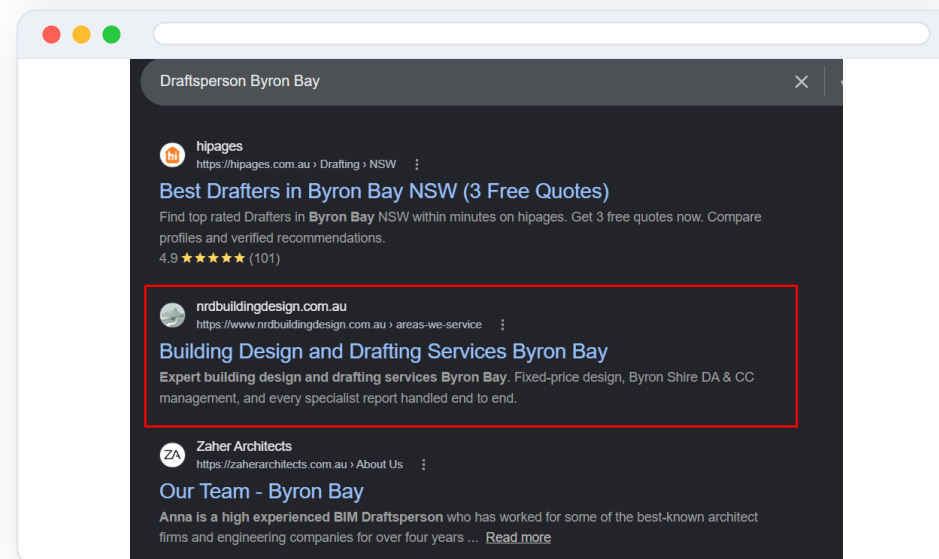
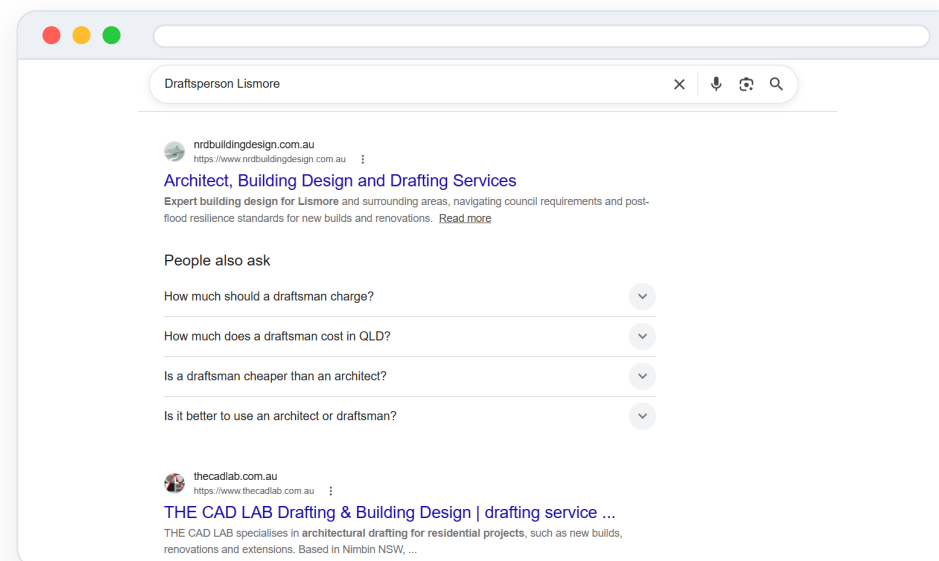
regional keyword rankings

6 mo

to reach top positions

Multi

regions ranked, not just one town



Knight Solutions

Refreshing tired creative to bring lead quality back.

The problem

Knight Solutions' Meta Ads had gone stale. The same creative had been running long enough that the audience had tuned out, and the leads coming through were drying up and dropping in quality, a classic case of ad fatigue.

The approach

Flow Digital optimised the Meta Ads campaign around fresh video content, producing new video creative to re-engage the audience and restructuring the ad sets around lead form objectives, so the campaign captured qualified enquiries directly from Facebook and Instagram.

The solution in action

The new video ads immediately outperformed the older formats. A single fresh video became the standout performer, driving around half of all form leads on its own and proving that refreshed creative was exactly what the account needed.

123

leads from the top-performing video ad

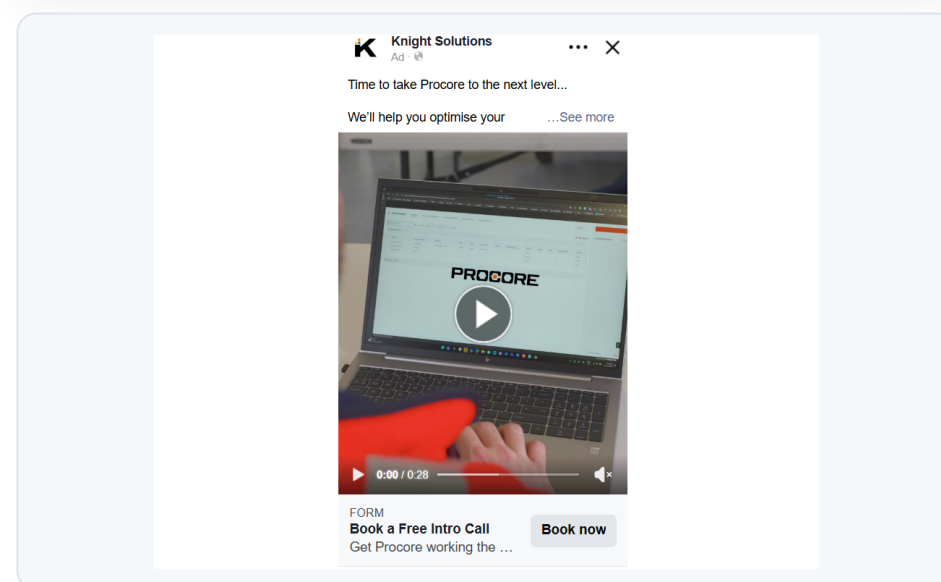
\$61

per lead on the standout video creative

#1

fresh video became the best performer

Ad ↑↓	Delivery ↑↓	Results ↓	Cost per result ↑↓	Budget Ad set	Amount spent ↑↓
Video 5	Off	123 Leads (Form)	\$61.48 Per Lead (Form)	Using campaign...	\$7,561.72
Carousel 2	Campaign off	120 Landing Page Views	\$0.48 Per Landing Page ...	Using campaign...	\$57.17
SWS Instant Form V3 Advantage+ Ad 3	Off	66 Leads (Form)	\$45.00 Per Lead (Form)	Using campaign...	\$2,969.82
SWS Instant Form V3 Advantage+ Ad 1	Off	27 Leads (Form)	\$44.57 Per Lead (Form)	Using campaign...	\$1,203.39
Video 1	Off	21 Leads (Form)	\$101.39 Per Lead (Form)	Using campaign...	\$2,129.26
Video 6	Off	12	\$96.02	Using campaign...	\$1,152.26



LET'S TALK

Your business could be the next story

Strategy included, not sold separately.

Flow Digital works exclusively with construction and trades businesses, so campaigns are built around how you actually win work: longer decision cycles, local competition and seasonal swings. Every account is actively managed and continually optimised, because that's what keeps results coming.

If you'd like a straightforward conversation about what would move the needle for your business, I'm happy to take a look and share some ideas. No pressure, no sales pitch.

GET IN TOUCH

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