



# LANTHIER TOPSOIL

— QUALITY TOPSOIL & AGGREGATES —

## Website + Google + Meta

A comprehensive digital marketing strategy driving real results.



### 60

**LEADS RECEIVED**  
in the first 30 days



### 16%

**LEAD CONVERSION RATE**  
observed in the first 30 days –  
16% of ad clicks resulted in a  
lead conversion



### 10%

**CLICK THROUGH RATE**  
observed in the first 30 days  
of Google Ad campaign –  
10% of the times the ads were  
viewed resulted in a website visit



### 2,800

**REACHING AN AVERAGE  
OF 2,800 POTENTIAL  
CUSTOMERS**  
on Meta platforms each day



### 38%

**GOOGLE ADS CAMPAIGN  
IS RESPONSIBLE FOR**  
38% of website engaged  
sessions (sessions that resulted  
in a conversion, or lasted  
longer than 10 seconds) after



### 75%

**DIGITAL MARKETING  
CAMPAIGNS ARE  
RESPONSIBLE FOR**  
generating 75% of their total  
website traffic



### 350%

**INCREASE IN TOTAL  
WEBSITE VISITORS**  
month-over-month after their  
first 30 days of digital campaigns

### META ADS



**TOPSOIL DELIVERY & INSTALLATION**



**TOPSOIL DELIVERY & INSTALLATION**

### GOOGLE SPONSORED AD



topsoil delivery near me



Sponsored



Lanthier Topsoil  
<https://www.lanthiertopsoil.com>

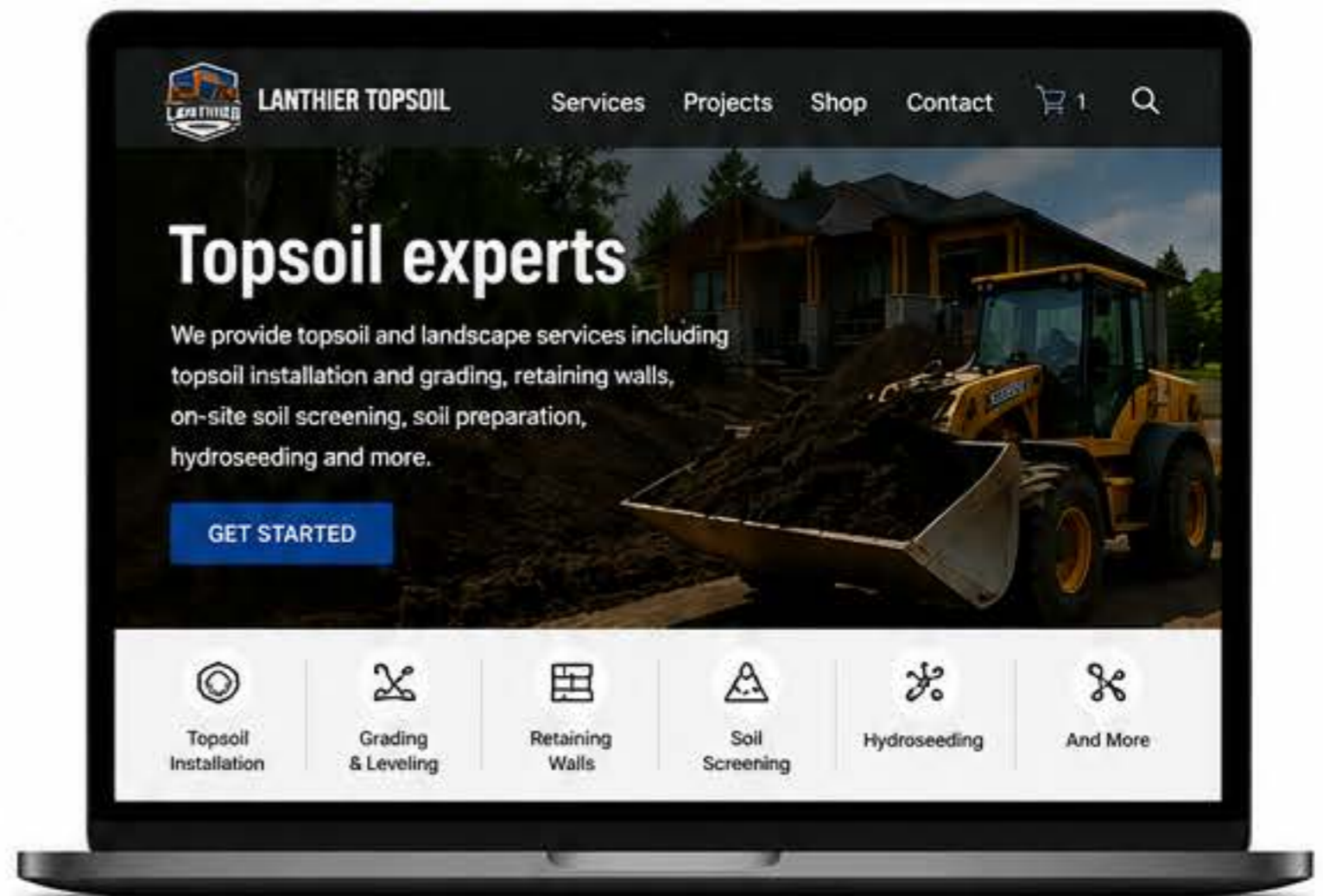
#### Topsoil Delivery & Installation | Lanthier Topsoil

Premium topsoil delivered and installed. Perfect for lawns, gardens, grading & more. Serving Ottawa & surrounding areas.

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**NEW WEBSITE**  
[lanthiertopsoil.com](http://lanthiertopsoil.com)



**TOPSOIL INSTALLATION & GRADING**



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