

PowerLift Hydraulic Doors

Snapshot

For over 31 years, PowerLift Hydraulic Doors has been setting the gold standard in the aviation, agriculture, commercial, and architectural door industries. Founded in Lake Benton, Minnesota, PowerLift has expanded to over 40 manufacturing and service centers across North America.

Marketing goals

PowerLift Doors' goal was to have precisely targeted campaigns that caught people interested in the brand's niche product offerings. The team wanted to generate and close more leads (and close more of them) to keep up with their expansion into local markets across the country.

Marketing challenge

The PowerLift Doors team needed to be able to clearly understand how their marketing dollars would be spent. The team was searching for the right mix of solutions to follow up on leads and convert them into customers.

LocaliQ solution

LocaliQ provides PowerLift Doors with digital marketing solutions that include [Search Ads](#), [Social Ads](#), and [Dash by LocaliQ](#).

Results

Search Ads campaigns with fine-tuned targeting and keyword optimization are at the core of PowerLift Doors' LocaliQ strategy. While Search Ads and Social Ads drive more leads for the business, the team is also able to close more of those leads with Dash by LocaliQ. The ability to listen to call recordings and send SMS texts provides the team with the tools it needs for efficient lead follow-up.



POWERLIFT
Hydraulic Doors

81%

lower Search Ad CPC
than industry average

46%

increase in lead form
conversions MoM

145%

increase in SMS leads
within a 60-day period

“During our years working with LocaliQ we have been able to fine-tune our search campaigns. Dash by LocaliQ has helped us have a better understanding of how we’re getting leads as well as how our leads are being handled.”

— Amanda Bennett | Corporate Administrator/Marketing

