

# No-nonsense advertising for a no-nonsense product.

Taking advantage of a growing digital market to grow our client's brand.



## Montacargas Económico

Ⓜ <http://www.latinamerica.utilev.com/>  
 Fácil De Mantener Y Muy Económicos.  
 Financiamiento. Garantía incluida.

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 Montacargas Fáciles De Usar.  
 Fácil De Mantener Y Muy Económicos.

### Company | UTILEV

#### Challenge

As a new brand aiming to break into the Latin American market with its line of economy forklifts, raising awareness and driving traffic to its website was a crucial first step for UTILEV. As an economy brand in a very saturated market, UTILEV was competing against other manufacturers and used lift truck sales.

#### Solution

Print marketing dominates in certain Latin American countries, but with digital marketing heating up, LePoidevin recommended a more cost effective Spanish-language Google AdWords campaign that combined display ads and search text ads.

#### Results

The AdWords campaign LePoidevin developed for UTILEV generated a total of 5.5 million impressions across six targeted countries over the course of a year. That translated into a click through rate of 4.25%, at a cost-per-click that was half of what the company was spending in the North American market.



**Advancing your position.**

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