

# Treadwell Group™ Case Study

## Engineering the Future in Composites

Peek into the journey of transformation of a small-scale Australian engineering company into a global brand that offers a wide range of FRP solutions to numerous businesses.



### Testimonials from the Client

"Fast response and gets the job done." ★★★★★

Kenneth Loh

### The Client

Treadwell is a renowned company that has applying excellent engineering FRP (Fibreglass Reinforced Plastic) since its inception in 1994 in Australia. The company has been successful in extending the time and cost-efficient solutions to clients all across the globe. They started with the Australian market and then embarked for the New Zealand market.

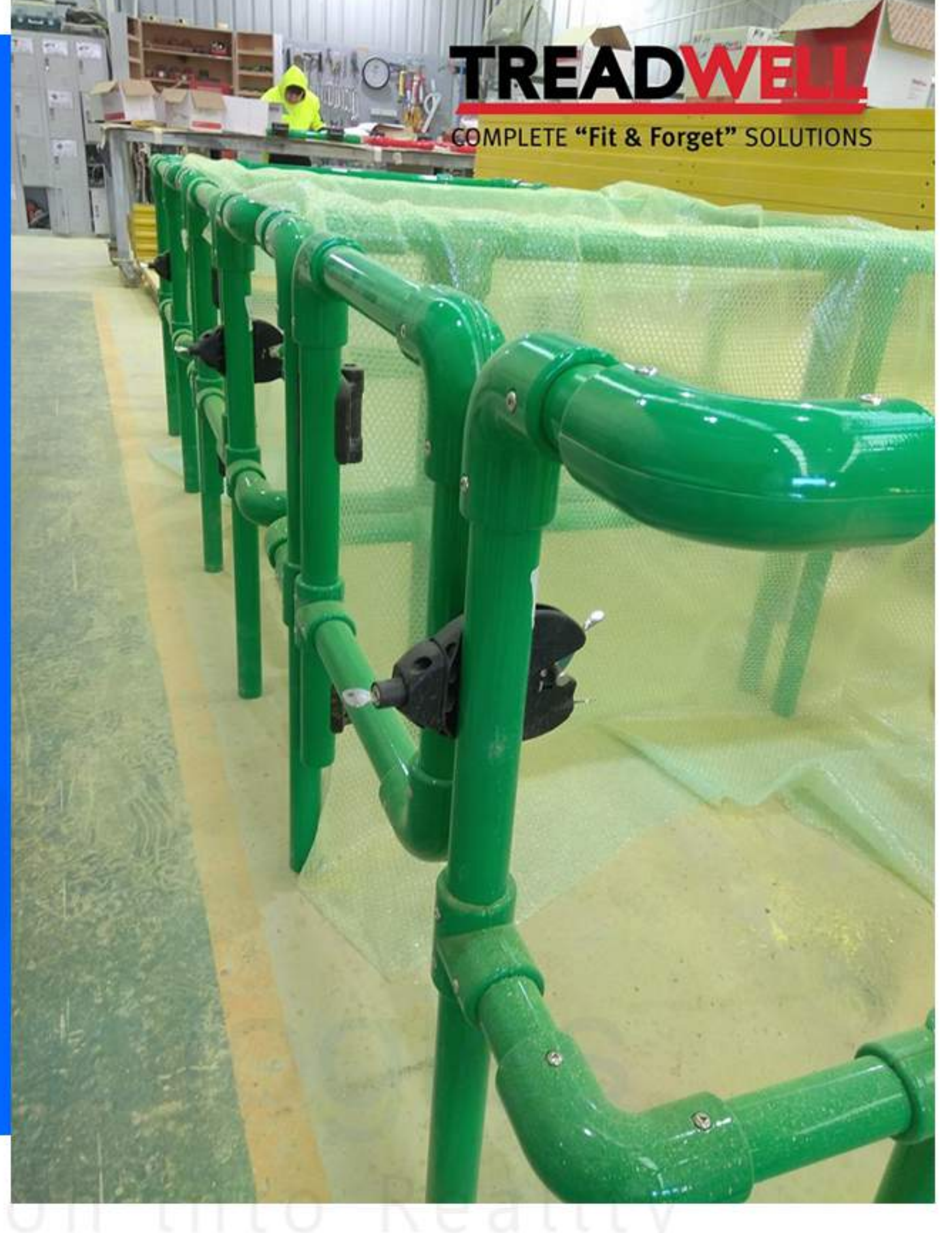
With the help of cultivating a strong culture of innovation as well as resourcefulness, Treadwell successfully created a global market in a very short span of time. This enabled them to be at the forefront of shaping mindsets and economics with comprehensive performance.

### Challenges

Although the company was doing well in the global market, the biggest challenge for us was to make the brand popular to different business across the world and to maximize its sales figure.

Even after working with adept engineering professionals, it was challenging for them to create a vast customer base. In 2013, we were given the responsibility to work on the outreach of the brand to the clients in different regions across the world.

- 1 Making Treadwell Group™ one of the leading brands offering FRP solutions globally
- 2 Boost the flow of customers to the company to avail their offerings
- 3 To establish a global brand for the company so that the products become easily accessible to businesses and drive more sales
- 4 Making Treadwell Group™ the first choice for businesses looking for composite engineering solutions



### Solutions from TS Web Technologies

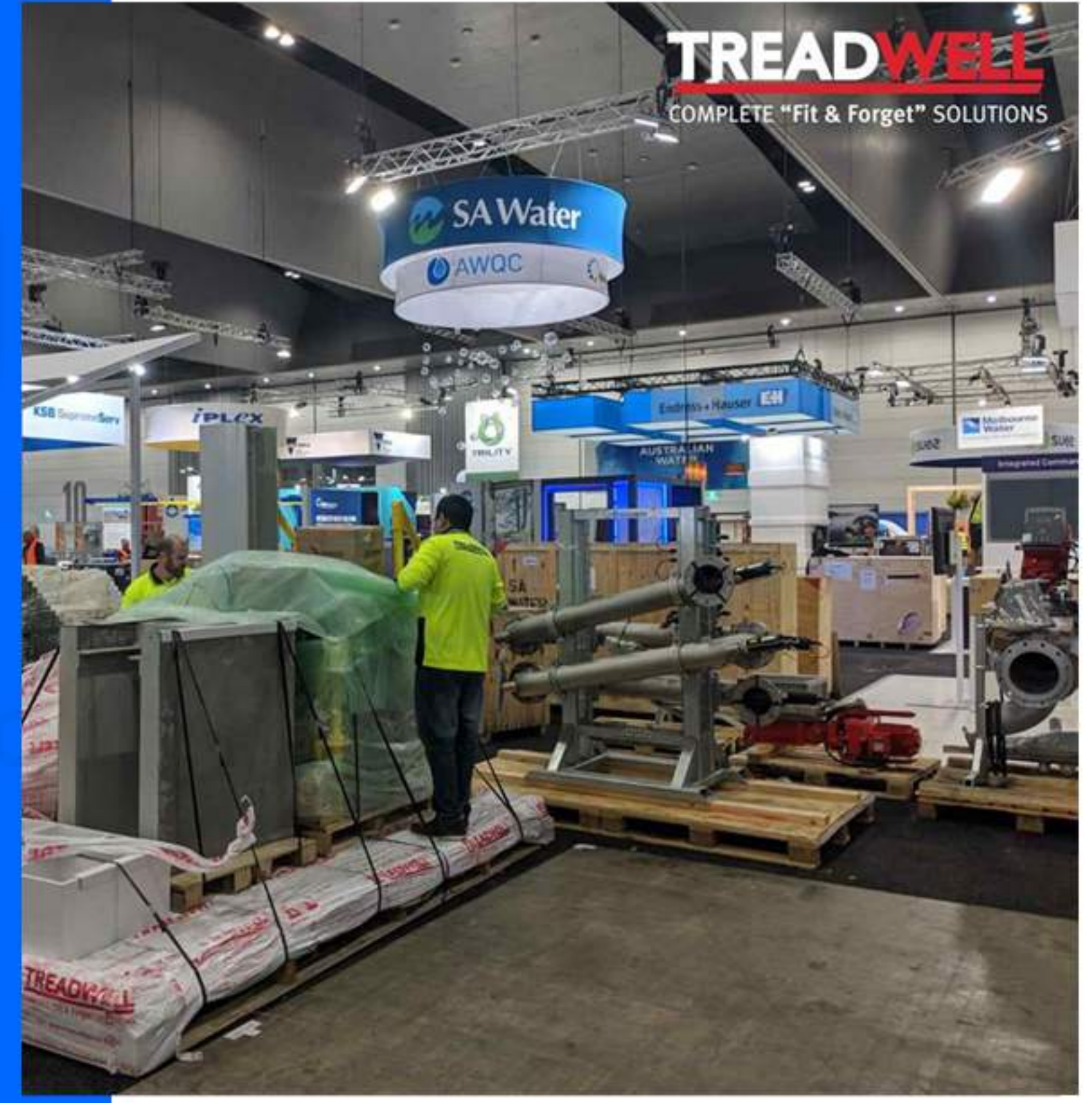
We made a detailed study about the FRP industry and the designed a customized Digital Marketing model for Treadwell Group™.

- 1 We conducted a detailed survey of the region they wanted to target
- 2 We dominated the local competitors one after another in Google as well as all major Search Engines.
- 3 Helped the brand to become one of the biggest suppliers of FRP solutions in the global market
- 4 We integrated cutting-edge Digital marketing strategies to ensure the top position on SERP, and this helped them to gain more business from all across the world
- 5 We offered round the clock support and maintained a smooth collaboration with the in-house team of the company.

Treadwell Group™ was on the top of Google search result for a long time, and this has made the brand exceptionally popular among businesses looking for FRP solutions.

### Final Outcome

- 1 Treadwell Group™ witnessed tremendous growth in the flow of their business, and the organic traffic was increased by 400%
- 2 It gradually turned out to be a global leader with a significant market share in Australia and New Zealand with qualified PPC leads by more than 70%
- 3 The CPC rate was reduced by 70%
- 4 Served some of the leading names in the industry from different sphere of business like Aviation, Manufacturing, Food and Beverage, Marine and Shipping, Oil, gas a& Petrochemicals, Mining and Mineral Processing, etc.
- 5 The social media engagement was increased up to 1500%



### Some Facts Figures

#### Treadwell Group Australia

Keywords	Rank in Google.com.au	Keywords	Rank in Google.com.au
frp	2	frp structures	2
anti-slip material	2	fibreglass beams	1
frp solutions	2	construction frp	1
frp material	1	fibreglass sections	1
frp handrail system	1	frp cable ladder	3
safety handrail systems	2	fibreglass cable tray	2
frp handrail	1	instrumentation stands	1
fibreglass handrail	1	composite boardwalk	3
non-slip grating	1	composite boardwalks	3
access systems	6	electrical station	5
grating	2	water recycling plant	4
frp ladders	1	anti-slip rung	1
frp walkways	3	anti-slip deck	2
frp grating	2	Benefits of FRP	3
composite grating	2	odour control covers	2
frp platform	3	FRP tank covers	1
phenolic grating	1	FRP Baffle Walls	2
grating clips	2	fibreglass plate	2
pultruded frp	3	frp plate	3
pultruded frp grating	2		

