

Easy Golf Bali provides discounted green fees, affordable golf club hire and stay and play golf packages to players who are traveling to Bali. Easy Golf Bali approached Eurisko with a brief to build and manage their eCommerce website, create a Customer Acquisition Strategy and to set up and manage their Google AdWords activity.

We Discovered:	
	Ongoing Optimisations Lowering CPL
	Expanded into 3 Countries
	600% increase in weekly leads

**Easy Golf Bali has been a client of Eurisko's for over 6 years*

Objectives

As a Perth start-up, Easy Golf Bali wanted to partner with a digital agency that understood the mindset of a lean entrepreneur. With a strong business plan but tight budget, Easy Golf Bali had clear objectives.

- Create an engaging, responsive, high converting website.
- Drive qualified traffic to the website via SEO
- Create and manage Google AdWords campaign.

Eurisko Discovered

Eurisko has been engaged since day one and is responsible for maintaining the Easy Golf Bali website, building the conversion funnels and building the marketing automation workflows.

Driving new business leads at an effective cost per lead, from day one was another critical success measure. Eurisko has been the perfect playing partner for Easy Golf Bali, chipping in with a solid strategy that has help Easy Golf Bali expand their business from one into three international markets.

As a proactive hands-on partner, Eurisko is continually looking for improvements and new opportunities from the Google AdWords campaign that will help Easy Golf Bali grow into the future.

Do you want these results for your business? If you're looking to generate more leads, more sales and more revenue from your SEO, Google AdWords or digital marketing activity contact us today.

Eurisko is a boutique digital consultancy that specializes in digital optimisation and amplification. Eurisko is a proud Google Partner, certified in 6 AdWords specialisations.

For more information call us on 0400 388 389 or email mike.bullen@eurisko.com.au