

# Wheels for Hope

## Case Study

Digital Marketing Consultant – Google AdWords Grant Management – Functional Support



**Wheels for Hope** is a registered NFP charity that assists Western Australian families by providing access to wheelchair hoist vans. Wheels for Hope has grown its fleet of wheelchair accessible vans to 45, changing the lives of Western Australian families through the gift of mobility.

We Discovered:	
	Digital Strategy & Functional Support
	Google AdWords Grants Management
	Social Media & Website Management

*Wheels for Hope has been clients for over 2 years.*

### Objectives

With the introduction of the NDIS and to stay ahead of the competition, Wheels for Hope recognized the need for a digital marketing consultant to support their website, social media and fundraising activities. Wheels for Hope approached Eurisko with the following objectives:

- Increase brand awareness and manage online reputation,
- Oversee the website including optimisation and reporting,
- Recommend opportunities for improved online performance.

### Eurisko Discovered

Eurisko created a digital strategy that focused on connecting Wheels for Hope with its customers, donors and volunteers. Facebook and LinkedIn were identified as two key channels for Social Media.

Eurisko successfully applied for the Google Grant for NFP's. The Google Grant offers recipients up to \$10,000 per month in free Google AdWords advertising. This grant used to improve the brand awareness of Wheels for Hope and to build a loyal base of donors and supporters.

The Wheels for Hope website was relaunched with the goals of simplifying the customer journey and to increase newsletter registrations and online donations. The redesign also included the setup of Google Tag Manager and a new Google Analytics reporting dashboard.

Eurisko is a digital marketing consultancy that helps businesses optimise & amplify their digital strategy & Google AdWords to drive more traffic & more customers. We discover positive business outcomes.

If you're looking for your own digital marketing consultant to help grow your business call Eurisko on 0400 388 389 or email [mike.bullen@eurisko.com.au](mailto:mike.bullen@eurisko.com.au)



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

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