

HOT TUBS and SPAS

About: The World's No.1 Selling Portable Spa. We also provide a full range of spa parts and chemicals, expert advice and service second to none from our premises at Archerfield, Brisbane.

With over 15 years in the spa industry, our team has a wealth of knowledge in the spa pool sales and service industry. We can help with everything from supply, delivery, free site consultation, ongoing support for the life of your spa, and friendly expert advice.

Hot Tubs and Spas Sales Marketing Strategy Highlights

1. Search Ads:

- Keywords: "Portable hot tubs for sale," "Luxury hot tubs for sale," "Hot tubs for sale Brisbane.", "Hot tub showroom near me", "Buy hot tubs near me"
- Ad Copy: Emphasize benefits:
"World's #1 Selling Portable Spas, Free Delivery & Setup"
"Transform Your Backyard, Premium Hot Tubs at Great Prices, Get a \$500 Discount"

2. Google My Business (GMB) Ads:

- Showcase high-quality images of hot tubs installed in local homes.
- Highlight offers: "Exclusive Discount on Premium Spas. Limited Time Only"
- Use GMB posts to promote success stories and seasonal promotions.

3. Retargeting Video Ads:

- Create a visually engaging video showcasing:
 - The variety of spa models available.
 - Installation process highlights.
 - Customers enjoying their new spa.
- Use on YouTube, Facebook, and Instagram with a call-to-action: (Upgrade Your Lifestyle. Browse Our Range of Hot Tubs Today)

4. Attractive Offers to Drive Sales:

- "Free Installation & Site Consultation for Purchases This Month"
- "Get a \$500 Discount on Select Spa Models. Act Now"
- Time-sensitive campaigns to create urgency.

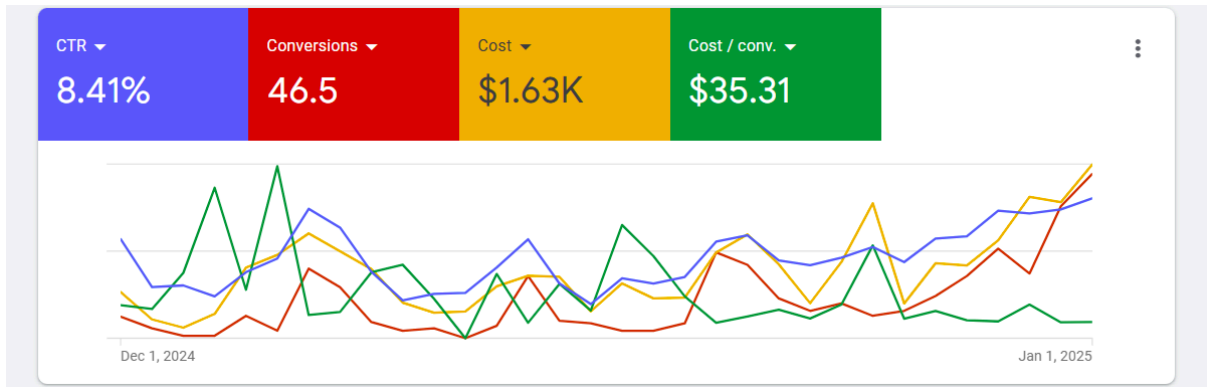
5. Localized Campaigns:

- Target a 20-30 km radius around your location to attract nearby buyers.
- Use geo-targeted ads with phrases like:
"Brisbane's Best Hot Tubs. Just Around the Corner"

6. Performance Metrics:

- Focus on ad clicks, form submissions, calls, and direct purchases to measure effectiveness.

Results Highlights:



Reduced cost per lead from \$60–\$70 to \$30–\$40. Lowered cost per click from \$7 to \$3. Improved CTR from 4% to 8% by crafting compelling headlines that addressed customer pain points.

Client Testimonial:



"Jagseer, thank you for your excellent work. Your professionalism and attention to detail made everything seamless, and the results exceeded our expectations. Great job!"

– **Mark Leslie** –