




@ BITVERO

CASE STUDY

Pro Install AV

PRESENTED BY: HYDER ALI

BITVERO ON BEHALF OF PACIFIC INFOTECH
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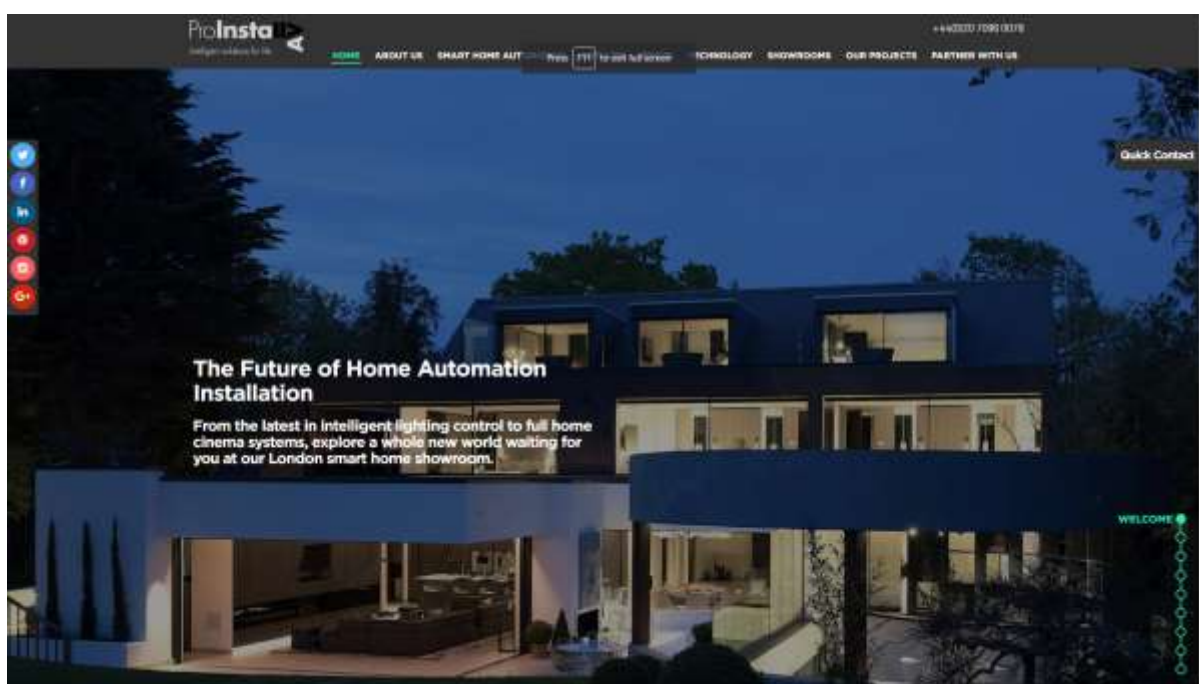


Project introduction

Established in 2006, Pro Install AV have spent the past decade developing an enviable reputation as the go-to provider of intelligent home automation solutions for architects, consultants, and interior designers across the UK and Europe.

Pro install AV the dealer of top control systems (Crestron, Lutron, and Control4) in the United Kingdom.

Helping those in the property and building trade and make the most of smart home technology.



The Challenge

The existing digital assets were suffering from identity crises; the company was serving NPDA's (Non-performing digital assets)

And to compete with well-established brands in the home automation industry was in itself a big challenge.

Pro Install AV badly needed a medic and required a consultant partner to help them spread their roots of home automation business to not only improve sales but recovery of the lost identity as well in the United Kingdom.



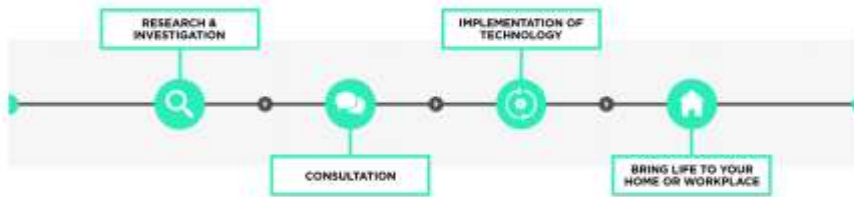
About Pro Install AV - Specialists in Intelligent Home Automation Design and Installation

Quick Contact

Experience the ultimate in home automation, entertainment, and lighting, with bespoke solutions from the UK's leading dealer of top control systems; Crestron, Lutron, and Control4. First established in 2006, Pro Install AV have spent the past decade developing an enviable reputation as the go-to provider of intelligent home automation solutions for architects, consultants, and interior designers across the UK and Europe. It's a reputation we've earned by continually staying ahead of the very latest consumer trends and industry innovations, putting Pro Install AV right on the cutting edge of the ever-evolving home automation industry. Experience world class home automation from London's leading Crestron, Lutron, and Control4 dealers. Contact us online, or call now on +442020 7086 0078.

Our Approach

As the UK's leading dealer of top control systems (Crestron, Lutron, and Control4), we pride ourselves on combining this expert knowledge with smart home technology with a tried and trusted approach to quality craftsmanship and customer service which guarantees all our bespoke installations meet both your needs, and those of your end users. The way we work is simple, and follows a simple process as outlined below.



Our Values

Committed to remaining at the very forefront of our industry, we passionately about helping those in the property and building trade make the most of smart home technology. Beyond that, Pro Install AV value the very same things that you do. Above all else, we value the ongoing development of strong, long-lasting relationships with all of our clients. Indeed, more than any of our industry awards or glowing testimonials, what we're proud of most of all, is that many of our customers continue to use Pro Install AV for all of their home automation, entertainment, and lighting control needs years after we've completed the initial project.



Our Approach

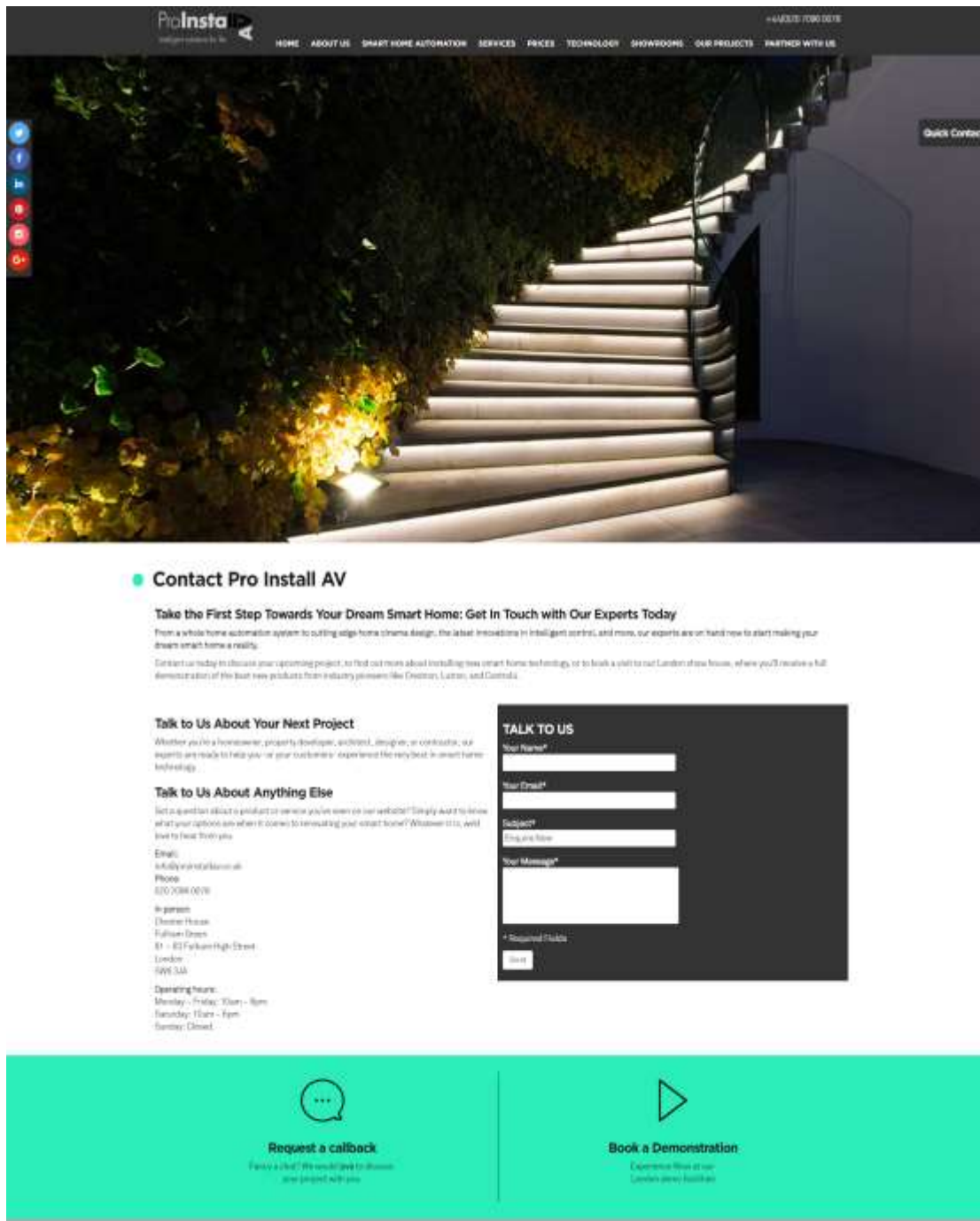
We took a conversion approach to convert NPDA's into PDA's (Performing digital asset) based on the simple formula of maximum utilisation of existing resources.

Then Bring the brand upfront to home architects, builders, developers and homeowners. And to expose the digital assets to technology users.

Then to Populate conversion rate optimisation throughout the website for getting maximum sales leads and so the profit.

Set short business goals to achieve in short span.

The Results



The screenshot displays the Pro Install AV website. At the top, there is a navigation menu with links: HOME, ABOUT US, SMART HOME AUTOMATION, SERVICES, PRICES, TECHNOLOGY, SHOWROOMS, OUR PROJECTS, and PARTNER WITH US. The phone number +44 (0)20 7096 0076 is also visible. The main content area features a large image of a staircase with ambient lighting. Below the image, the heading "Contact Pro Install AV" is followed by the sub-heading "Take the First Step Towards Your Dream Smart Home: Get In Touch with Our Experts Today". The text describes the company's services in smart home automation and offers a consultation. A contact form titled "TALK TO US" includes fields for Name, Email, Subject, and Message, along with a "Send" button. To the left of the form, there is contact information including an email address, phone number, and physical address in London, along with operating hours.

Pro Install AV digital assets started outperforming.

Today the brand is enjoying approx 32,000 impressions with a good click-through rate each month.

More than 100 keywords are appearing in organic searchable key- phrases with a regular flow of new enquiries each month.

Now Pro install AV is planning to extend the services in UAE.