



Our Case Study

We purchased a business to demonstrate the power of digital. The end result? Revenue growth of 1266% and a sale generating a 10X return on investment.

For all enquiries

Ph. (03) 8374 7696

Email. advisory@engineroom.com.au



What was our plan?

We wanted to show what SMEs could achieve with digital. We decided to purchase an SME and build it into a successful enterprise with a digital strategy at the core.



Adam Laurie, Managing Director

What were our objectives?

Core keywords that drive relevant traffic in your business area



1

Invest in a SME that had a foundation to build on, but had not yet embraced digital.

2

Invest in an industry that we had no experience in, ensuring that the results truly reflected digital's disruptive capabilities.

3

Demonstrate how a data-driven digital strategy provides a distinct competitive advantage.

What were our objectives?

Core keywords that drive relevant traffic in your business area

4

Substantially increase market share, revenue and profitability with a digital strategy.

5

Use digital channels as the only paid source of lead generation, ensuring that the results are a true reflection of digital's capabilities.

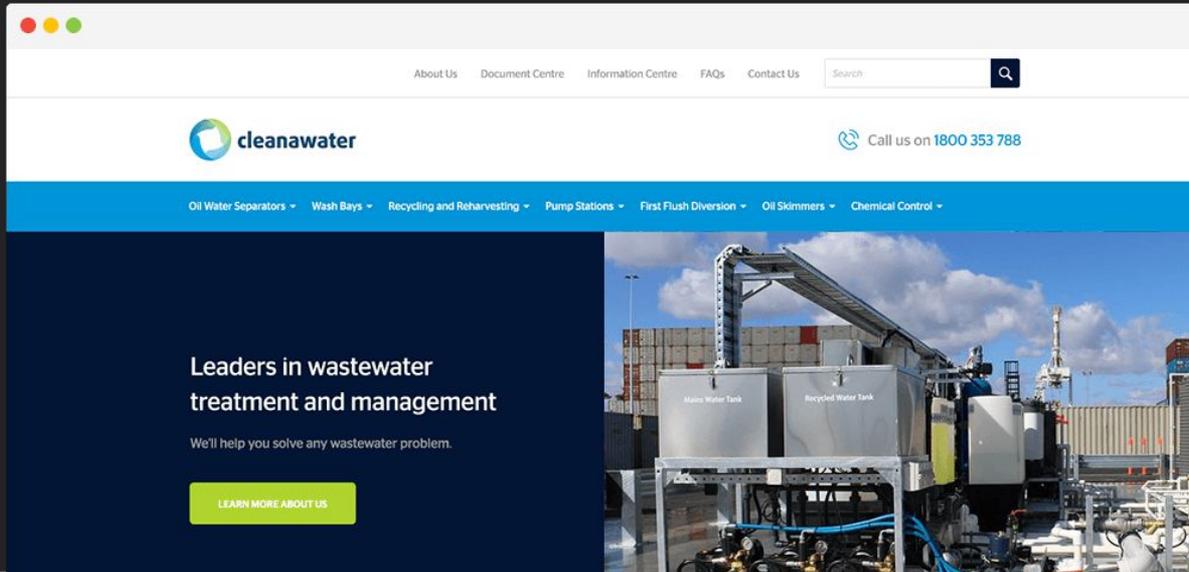
6

Continuously develop digital assets to increase brand value and conversion rates (both for the website and internal sales).



The business: Cleanawater

Cleanawater specialises in the design, manufacture, installation and service of commercial and industrial water treatment and recycling equipment.



The screenshot shows the Cleanawater website interface. At the top, there is a navigation menu with links for 'About Us', 'Document Centre', 'Information Centre', 'FAQs', and 'Contact Us', along with a search bar. The Cleanawater logo is prominently displayed on the left, and a phone icon with the text 'Call us on 1800 353 788' is on the right. Below this is a blue navigation bar with dropdown menus for 'Oil Water Separators', 'Wash Bays', 'Recycling and Reharvesting', 'Pump Stations', 'First Flush Diversion', 'Oil Skimmers', and 'Chemical Control'. The main content area features a large image of industrial water treatment equipment, including tanks labeled 'Main Water Tank' and 'Recycled Water Tank'. On the left side of this image, there is a dark blue overlay with the text 'Leaders in wastewater treatment and management' and 'We'll help you solve any wastewater problem.', followed by a green 'LEARN MORE ABOUT US' button. A white arrow icon is visible in the bottom right corner of the slide.

What did Cleanawater offer the market?

A breakdown of the industries, solutions and products

Industries

Cleanawater targets any industry that uses a high volume of water.



Mining



Car Wash



Workshops



Manufacturers



Government



Industrial

Also included: Service Stations, Aviation, Commercial Food, Car Dealerships, Vehicle Washdown, Energy

Solutions

Cleanawater offers an extensive range of water treatment and recycling products.



Small Packaged Solutions



Custom Designed Solutions



Larger Containerised Solutions

Products

Cleanawater develops a range of 'off-the-shelf' and customised solutions for clients.



Why did we choose Cleanawater?

It ticked all of the right boxes.



It was an established business

Cleanawater was an established business that had been in operation for 15 years.



It produced quality products

The business had an established history of developing award-winning water treatment products.



Its existing digital investment was small

The company was only making a small investment in digital, offering a baseline to test our digital strategy.



Our challenges

What challenges did we need to overcome?

1

We had no experience in the industry

With no previous experience in the water treatment industry, we knew the journey would have a steep learning curve. We had to learn the industry and to gain the technical expertise to develop our products.

2

We started with a small base of working capital

With access to just over \$200,000 in working capital we had to ensure that every part of the digital strategy was delivering ROI. Especially in a capital intensive business that needed a large investment in product R&D.



Our challenges

Continued

3

We needed national water authority approval

To reach our growth targets, we needed to gain water authority approval in each state. This process could take up to 18-24 months, including testing.

5

We needed to invest in research and development

The development of our product line was a priority. Improving existing products would solidify our competitive advantage, and new products would open up new market opportunities.

4

New manufacturing & supply chain processes needed

The manufacturing process and supply chain had been geared for small orders. It needed to be overhauled if we wanted to remain competitive at larger sales volumes.



The digital strategy

Here are just some of the digital programs we introduced during the five years.

Design & Development



Website Development



User Experience Improvements



Analysis and Optimisation



Brand Identity

Digital Marketing



Search Engine Marketing



Search Engine Optimisation



Display Network Marketing



Display Retargeting



The results

During a very busy five years – with many late nights, plenty of great memories and two factory moves – our achievements included:

1266% Revenue growth

\$1.42m EBIDTA

x10 Business Sale ROI

293% Yield Growth

\$1.25m Profit

6.56% Digital Investment



Cleanwater **Insights**



Insight #1

Large companies and governments source suppliers online

Our clients included:

- ✓ Three federal departments
- ✓ Over 30 local councils
- ✓ Some of Australia's largest companies



Australian Government





Insight #2

Create a greater value proposition through design

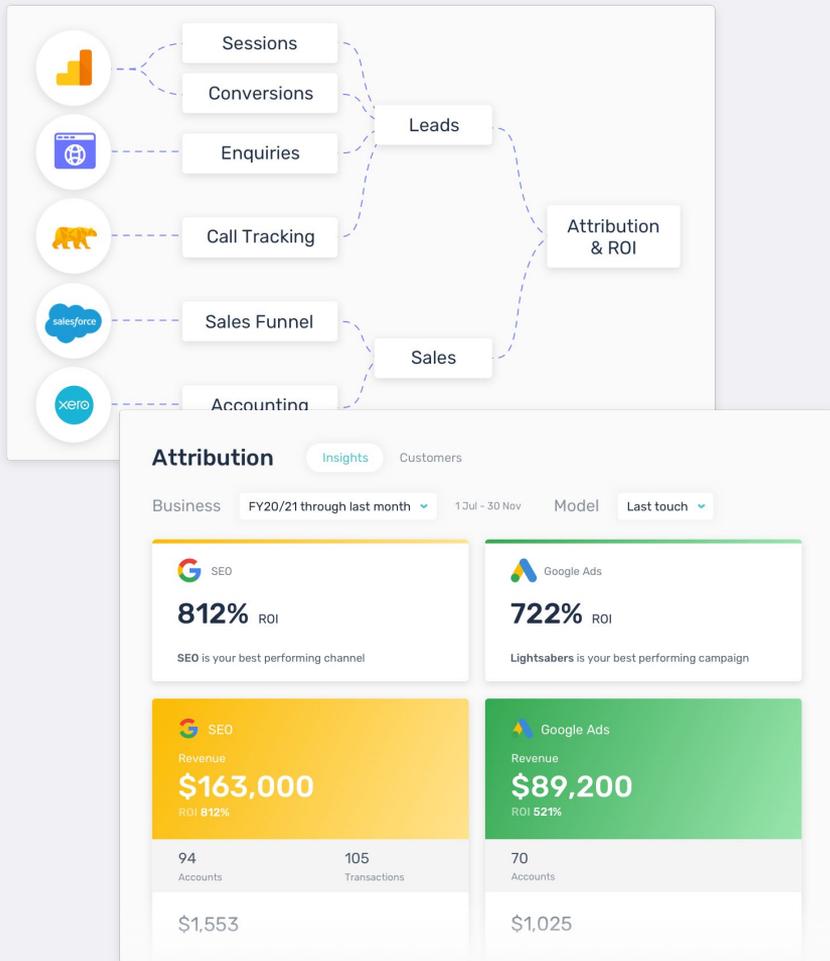
Our average transaction yields increased by 293.3% over the journey. As our investment in our digital assets grew, so did our ability to compete on value over price.

Insight #3

Users love high quality information

- ✓ 7% of our visitors downloaded a PDF from our Downloads Centre.
- ✓ Using quality content, we captured 'information gatherers' at the very top of the sales funnel, keeping them engaged by demonstrating our expertise.





Insight #4

Data provides a competitive advantage

Data supplied us with insights that gave us an advantage over our competitors.

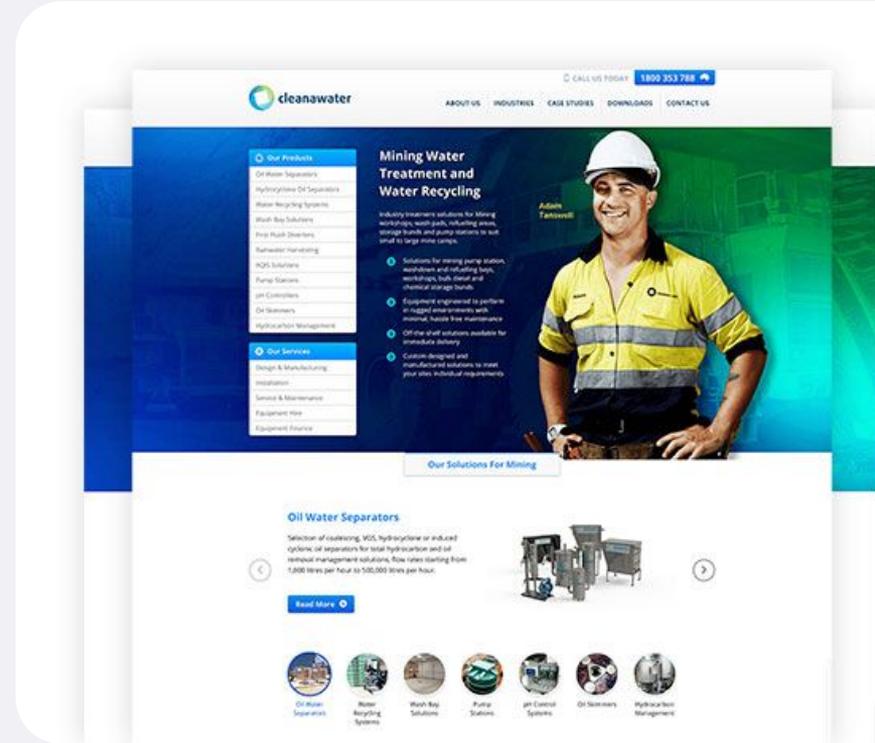
Firstly, data allowed us to identify new market opportunities and maximise our exposure to them.

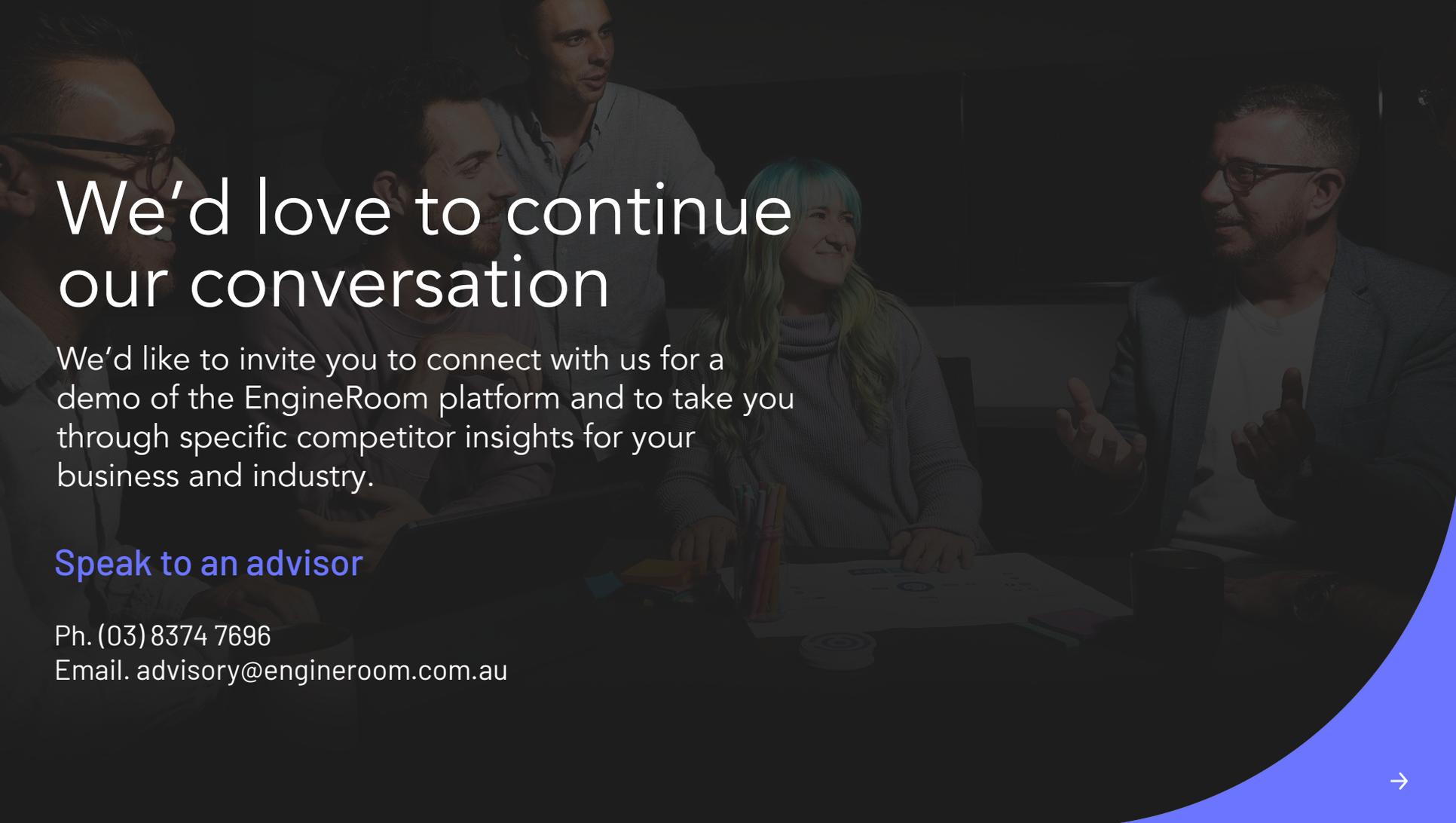
Secondly, it gave us the tools to reverse-engineer the 'roadmap' to our goals. We could analyse our revenue target and determine how many clicks we needed to achieve it – and everything else in-between.

Insight #5

With relevancy came conversions

- ✓ Users are looking for information relevant to their needs. 15% of user conversion pathways included our industry specific pages.
- ✓ With industry specific pages – such as mining – we were able to demonstrate both relevancy and authority in relation to a user's specific industry.



A group of five people (three men and two women) are gathered around a table in a meeting. They are looking at a laptop screen. The scene is dimly lit, with a blue circular glow in the bottom right corner.

We'd love to continue our conversation

We'd like to invite you to connect with us for a demo of the EngineRoom platform and to take you through specific competitor insights for your business and industry.

Speak to an advisor

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