

Litha Communications to manage Schneider Google AdWords campaign

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Litha Communications has been appointed to manage the Schneider Electric South Africa's Google AdWords campaign for its Star product range in South Africa in 2017.

Schneider Electric is a global specialist in energy management, with solutions for power and control, critical power, energy efficiency, automation and renewable energy from plant to plug.

The campaign will make it easy for Schneider Electric customers to find the product they are looking for and the closest distributor to them. The campaign will be national and will include its 40 distributors across the nine provinces of South Africa. This adds to the company's digital portal/app (PRM – Partner Relationship Manager) whereby its customers can find a store within a 5km radius of their location.

The site will include a landing page showing all nine provinces. On a click through to the selected province, a list of Schneider Electric distributors, together with their address, contact details, etc. will be reflected. Customers can then select which distributor is the closest to them.

Google AdWords and keywords will be used to drive customers to the relevant site. Animated and static banners will be used to advertise the relevant products. The dedicated landing page will assist in lead generation, with advanced analytics attribution and funnelling.

"This is an exciting opportunity for us," says Teresa Jenkins, MD of Litha Communications. "This is our first full digital campaign for a new client and we look forward to it going live next month."

Litha Communications is an integrated marketing company, providing 360-degree turnkey project management to roll out its clients' brand activations through targeted media liaison, experiential marketing, events architecture, professional conference organisation and exhibition management.

It guarantees large-scale international marketing experience, broad financial capacity, published writers and editors and an incomparable PCO and event management team. It is the company of choice for international and local blue-chip clients looking to boost their communication efforts.

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Litha Communications

Litha Communications is a 51% black-owned full service agency established in 1999.

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