



@ BITVERO

CASE STUDY

Pro Install AV

PRESENTED BY: HYDER ALI

BITVERO ON BEHALF OF PACIFIC INFOTECH
2, WIER PLACE, STAINES

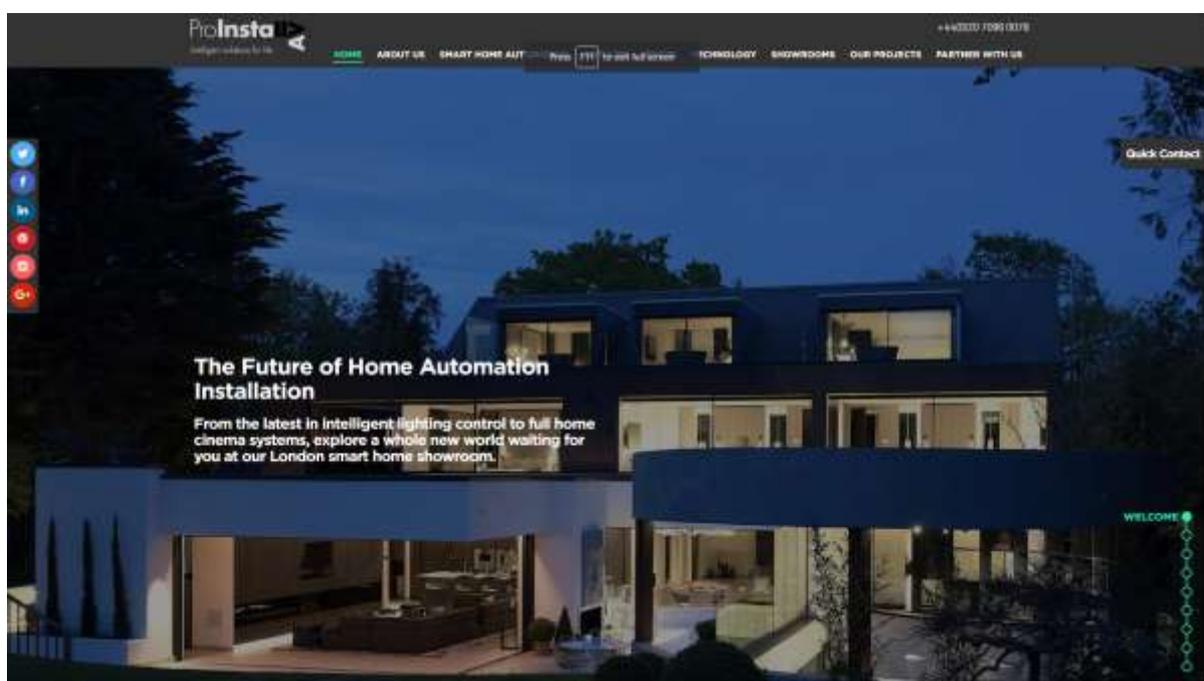


Project introduction

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.



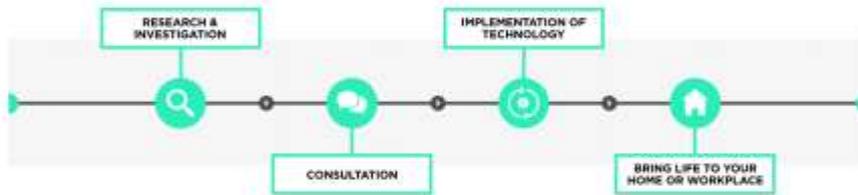
About Pro Install AV - Specialists in Intelligent Home Automation Design and Installation

[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

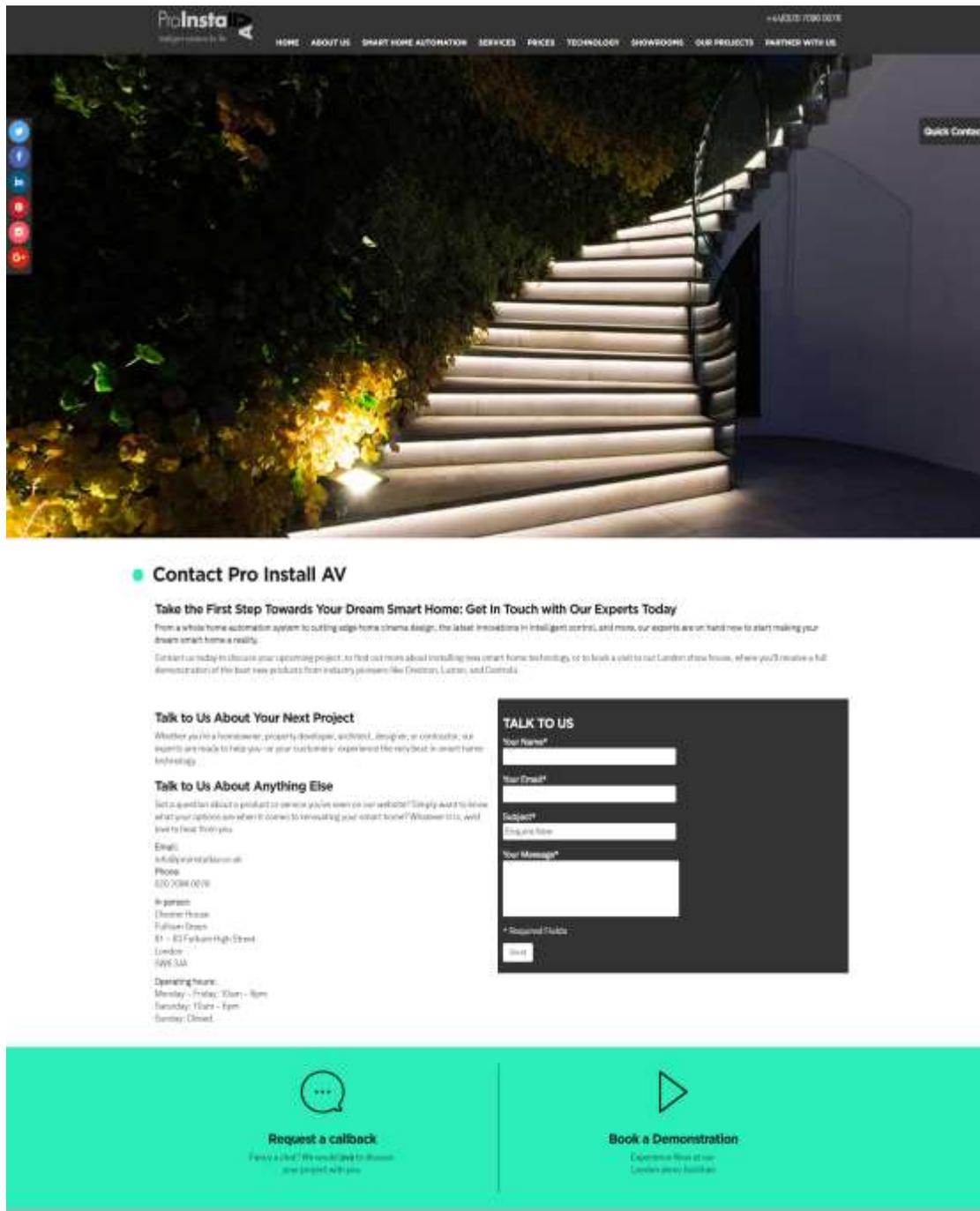
We took a conversion approach to convert NPDA's into PDA's (Performing digital asset) based on the simple formula of maximum utilisation of existing resources.

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 for 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 illuminated steps and a 'Quick Contact' button. Below the image is a section titled 'Contact Pro Install AV' with the sub-headline 'Take the First Step Towards Your Dream Smart Home: Get In Touch with Our Experts Today'. The text describes the company's services and provides contact information. To the right of the text is a 'TALK TO US' contact form with fields for Name, Email, Subject, and Message, and a 'Send' button. Below the form are two buttons: 'Request a callback' and 'Book a Demonstration'.

Pro Install AV
+44 (0)20 7096 0076
HOME ABOUT US SMART HOME AUTOMATION SERVICES PRICES TECHNOLOGY SHOWROOMS OUR PROJECTS PARTNER WITH US

Quick Contact

Contact Pro Install AV

Take the First Step Towards Your Dream Smart Home: Get In Touch with Our Experts Today

From a whole home automation system to cutting edge home cinema design, the latest innovations in intelligent controls, and more, our experts are on hand now to start making your dream smart home a reality.

Contact us today to discuss your upcoming project, to find out more about installing new smart home technology, or to book a visit to our London show house, where you'll receive a full demonstration of the best new products from industry pioneers like Crestron, Lutron, and Control4.

Talk to Us About Your Next Project

Whether you're a homeowner, property developer, architect, designer, or contractor, our experts are ready to help you - or your customer - experience the very best in smart home technology.

Talk to Us About Anything Else

Get a good idea about a product or service you've seen on our website? Simply send us to know what your options are when it comes to requesting your smart home? Whatever it is, we'll love to hear from you.

Email: sally@proinstall.co.uk
Phone: 020 7096 0076

In person:
Dunton House
Fulham Green
81 - 83 Fulham High Street
London
SW9 3AA

Operating hours:
Monday - Friday: 9am - 5pm
Saturday: 10am - 4pm
Sunday: Closed

TALK TO US

Your Name*
Your Email*
Subject
Message
Your Message*

* Required fields

Send

Request a callback
Have a chat? We would love to discuss your project with you.

Book a Demonstration
Experience first hand our London show house.

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.