

AMPLIFIED & THE MICK GEORGE GROUP

£225
MILLION
ANNUAL TURNOVER

Since the partnership between Mick George Group and Amplified began, a once modestly successful regional business in the construction sector has evolved into a national market leader, recognised for its scale, innovation, and excellence across multiple disciplines.

The growth trajectory is nothing short of transformative. Annual turnover has risen from **£75 million** at the start of the collaboration to approximately **£225 million** today, a testament to the power of a data-driven, multi-channel marketing strategy meticulously executed by Amplified.



THE RESULTS SPEAK FOR THEMSELVES...

✔ Website Transformation

- **Challenge:** Multiple independent domains created fragmented messaging and user experience.
- **Solution:** Amplified consolidated five standalone websites into a single, dynamic digital hub, unifying the brand, streamlining management, and enabling visitors to easily explore the company's full-service offering.

✔ E-Commerce Enablement

- **Challenge:** Historically, transactions were conducted exclusively offline.
- **Solution:** Amplified developed a robust online sales platform now generating circa **£15 million** in annual revenue from over **65,000** transactions, opening new revenue streams and modernising the customer journey.

✔ Website Traffic & Engagement

- From a limited digital footprint, the site now attracts over **2.5 million sessions** per year, establishing the brand as an authority within its industry.

✔ Pay-Per-Click (PPC) Advertising

- Through precise audience targeting and campaign optimisation, Amplified regularly drives **£8 million** in annual revenue, achieving a Return on Ad Spend (ROAS) exceeding 10:1 - significantly outperforming industry benchmarks.

✔ Search Engine Optimisation (SEO)

- The site now ranks for **65,000** organic keywords, with **16,000** achieving first-page visibility, cementing Mick George Group's dominance in organic search results.

✔ Social Media Growth

- Amplified's social strategy has cultivated an engaged community of **55,000+** followers across major platforms, fostering brand loyalty and driving consistent inbound engagement.

✔ Email Marketing & Database Management

- Leveraging advanced CRM segmentation and marketing automation, Amplified orchestrates numerous highly effective email marketing programmes.
- Annually, the team delivers over **1 million** targeted email sends, engaging a database exceeding **500,000** clients and prospects.
- Automated nurture sequences, behavioural triggers, and personalised content have driven meaningful engagement, improved customer retention, and strengthened conversion rates across service lines.

✔ Lead Generation

- The digital ecosystem now delivers **3,500+** qualified online service enquiries annually, empowering the sales team with high-intent leads and measurable ROI.

✔ Reputation Management

- Amplified's approach to customer engagement and review generation has helped the Mick George Group achieve an impressive **4.5-star** rating from over **5,000** verified reviews, reinforcing trust and credibility.

1 MILLION
TARGETTED EMAILS

2.5 MILLION
WEB SESSIONS PER YEAR

£15 MILLION
OVER 65,000 TRANSACTIONS

55,000+
SOCIAL MEDIA FOLLOWERS

