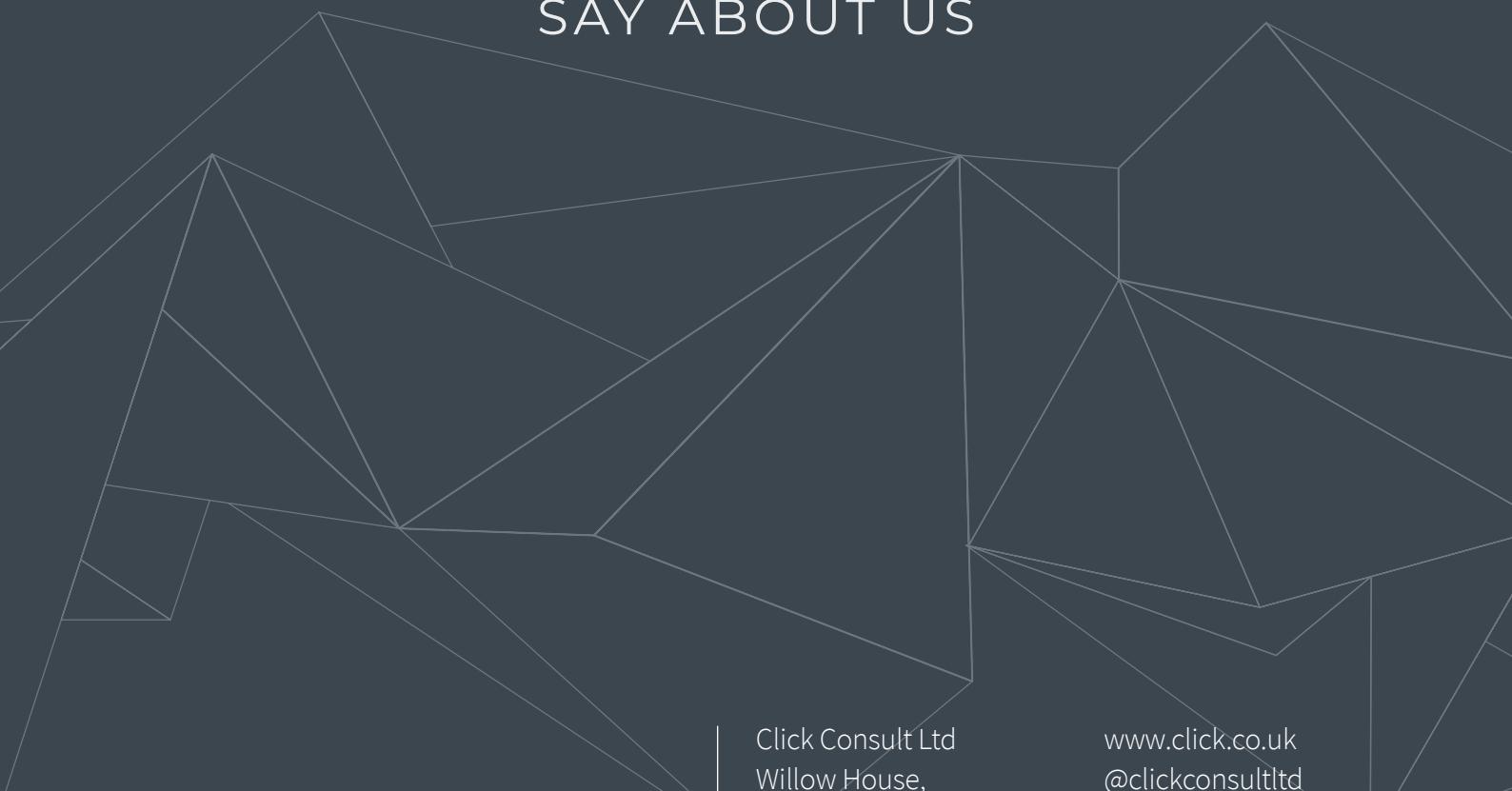




PART OF CEUTA GROUP

## CASE STUDIES & WHAT OUR CLIENTS SAY ABOUT US



A large, faint geometric pattern consisting of many thin, light-grey lines forming a complex network of triangles and polygons, centered behind the text.

Click Consult Ltd  
Willow House,  
Hooton Road,  
Hooton,  
Cheshire,  
CH66 7NZ

[www.click.co.uk](http://www.click.co.uk)  
[@clickconsultltd](https://twitter.com@clickconsultltd)  
[facebook.com/clickconsult](https://facebook.com/clickconsult)  
0845 205 0292

# CONTENTS



Kwik Fit .....	3
Oxfam .....	12
Homelet .....	14
Truprint .....	16
Chill Insurance .....	19
LloydsPharmacy Online Doctor .....	24
Julian Charles .....	26
ABTA .....	29
What Our Clients Say About Us .....	33



# KwikFit

As one of the most recognisable motoring brands in the UK, Kwik Fit is at the forefront of the industry. Whilst an enviable position to be in, there is always competition and it is vital that they remain at the pinnacle.

Over the last six months of 2017 we not only exceeded all seven targets set by the brand, but we also ran an ad hoc social media campaign which proved to be their most successful ever. Here's how we did it.

## HOW WE HELPED

Click Consult was approached by Kwik Fit to create a new organic search campaign focused around car safety and preparing your car correctly for journeys. Our aim was to develop a unique link building and social engagement campaign.

We created a campaign looking at what areas of your car to check before heading on a long drive. This required online influencers and bloggers to write about how to check your car and prepare for a long drive. This could include checking oil levels, windscreen wash, checking tyre tread, or making sure all brake lights and headlights work correctly.

As with any campaign there has to be a clear set of objectives and they depend on two things:

- what we feel will make the greatest difference to the business
- what is achievable in terms of budget and timescale

In such a competitive market, where Kwik Fit is already a leader, we knew that we needed a bespoke campaign to solidify this position and we had to open the company up to other potential audiences.

In line with our meetings it was agreed that we would look to increase the following seven areas for Kwik Fit:

- Organic Sessions
- New users
- Conversion rate
- Revenue
- Actual order value (AOV)
- Keyword rankings
- Average Domain Authority (DA) of new links.



Our aim was to increase awareness of the Kwik Fit brand, and to support Kwik Fit's SEO presence for certain products and webpages, mainly tyres, batteries, MOT and servicing. We looked at on page optimisation of the existing content to help visibility as well as creating the following assets to build the link profile:

- Content and design for 1 x 15-page eBook
- Blogger fact sheet x 1
- Social images x 10 optimised for Twitter and Facebook

As a result of early performance, we also took on a social media campaign with a view to boosting the brand's visibility in month five of the six month contract. This campaign included the content curation and design of 12 bespoke social posts revolving around Christmas or #Kwikmas. We initiated a series of 12 GIFs in which entrants could win a selection of presents. The animation proved a huge hit with 22.8k shares and 5264 likes on Twitter alone.

The screenshot shows the Kwik Fit website homepage with a festive winter theme. At the top, there's a navigation bar with links to About Us, Contact Us, FAQ, Careers, Blog, Events, and My Account. A search bar is also present. The main banner features a cartoon illustration of two elves working on a red car in a snowy landscape with pine trees. Below the banner, the text "12 Days of Kwikmas!" is prominently displayed. The page is divided into four rows of three boxes each, representing the daily prizes. Each box contains an icon, the day number, the prize description, and a "ENTER NOW" button. The days and prizes are as follows:

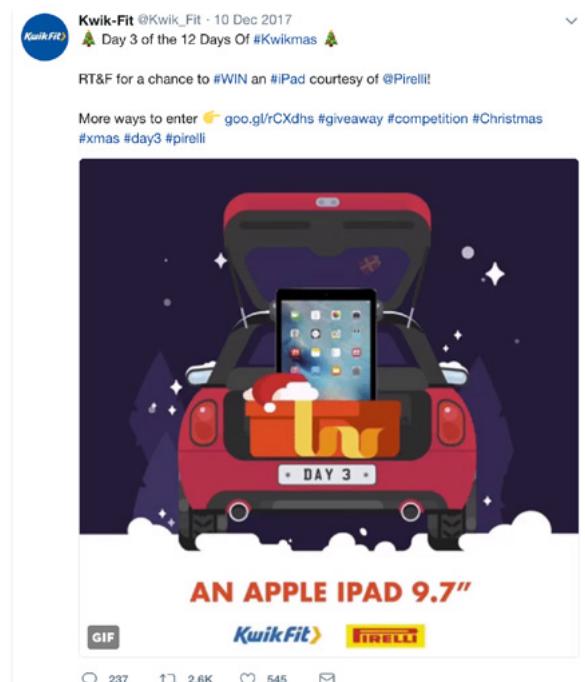
Day	Prize
1	Win an Amazon Echo Show!
2	Win a BMW Driving Experience For 2 & Michelin Gear!
3	Win an Apple iPad 9.7"
4	Win Adidas Trainers!
5	Win an Amazon Fire 7 Tablet!
6	Win Gulf Clothing & Accessories!
7	Win £100 Love to Shop Voucher!
8	Win Pirelli Headphones & Tech Accessories!
9	Win a Chelsea FC Shirt & Fifa 18 for PS4!
10	Win a Ride on Kids Mercedes-Benz!
11	Win 2 x £100 Restaurant Vouchers & Pub Guidel
12	Win an Amazon Echo Dot!

At the bottom of the page, there are sections for "Services" (with a "YOUR REG" button), "Tyre Search By Size" (with input fields for Width, Ratio, Rim, Speed, and a "Search" button), and a link to find your tyre size.

The previous image, showing the campaign's homepage takeover of the Kwik Fit website, has seen us win yet another contract to produce a similar campaign for Easter 2018.



The following images highlight some of the social shares that we posted. All 12 days of the campaign had good traction and were a hit in terms of views, shares, likes and retweets.



At the start of any campaign you really have to understand where the business you are working for sits within their market. We conducted both a full site audit, looking for keywords and links and checking the profile of them as well as running a full competitor analysis. Our in-house [suite of tools](#) helped us to identify any keywords that might have significant volume which we should be targeting and also pointed out poorly performing keywords to exclude. There was not only a link building strategy in place but an on-page optimisation strategy. We also had involvement with design and social media.

- Click created a 15-page eBook for Kwik Fit that acted as a downloadable checklist for drivers to use before they head off on a long journey. The eBook was useful for those who travel often, or for those who travel on long journeys.
- The campaign was shared with family and parenting bloggers, lifestyle bloggers, automotive blogs and any other relevant websites with a Domain Authority of 20+, 35+ or 45+.
- The bloggers created unique content about the sort of checks you should be making as well as why it is important to make them. There was lots of variety within the posts. Some bloggers wrote about how the checks are an important step to keeping your children safe while on the road, others talked about keeping other road users safe and some talked about their own personal car safety check routine.
- The campaign keywords were all brand focused, eg Kwik Fit, kwik-fit.com or www.kwik-fit.com. The links went to either the homepage or relevant services pages, eg tyres, MOT, or battery.
- A total of 94 links were earned.
- A social launch plan was provided for Kwik Fit to use on their social channels. This encouraged the use of the hashtag #CarSafetyChecklist and encouraged bloggers to tag Kwik Fit in their social posts.
- A social listening stream was set up to monitor the use of the hashtag, and campaign-related mentions.



The campaign was created to target the following primary keywords:

- Kwik Fit
- Kwik-fit.com
- www.kwik-fit.com

The campaign created a natural link-building pattern to support SEO around these search terms. We contacted bloggers who showed an interest in cars, or bloggers who owned cars.

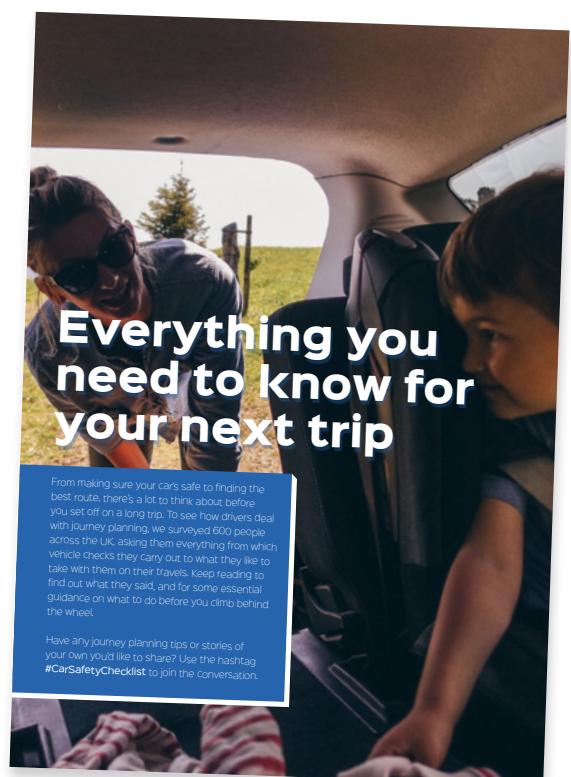


We had a high volume of bloggers interested in the campaign. Many of the bloggers wrote about how to check your car, what to check for, and how important it is, especially if you have children in the car. We also contacted some parenting bloggers who could write about things such as having a legal booster seat, etc.

The variety of content was good, and demonstrated the amount of ways the campaign could be taken. Because of the variety of blog categories we could target, we got a wide variety of content on a range of sites, therefore reaching a wider audience.

To further engage the bloggers' audience, they were encouraged to add a second link to their post. Click produced a 15-page eBook that could be downloaded from the link embedded in the blog posts. The asset was there to support the content, and also to make the campaign more shareable online. The audience was able to fully engage with the post because of the eBook. However, if they did not wish to include it for any reason, we encouraged posting that looked natural and in-keeping with their blog theme. We also asked them to ensure their content was in-keeping with their current audience.

We identified high Domain Authority bloggers for this campaign ranging from 20+, 35+ and 45+, which resulted in a high level of link building, supporting the Kwik Fit brand and online presence as a car servicing and car parts supplier company.

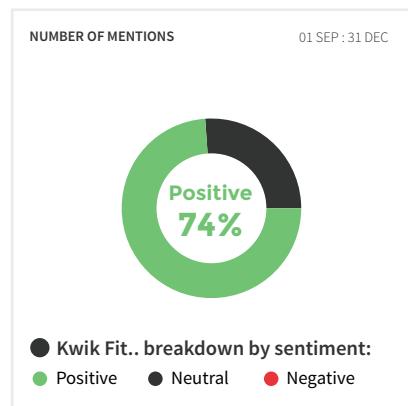


## THE RESULTS

TARGET	ACHIEVED
Increase Organic Sessions	+10%
Increase New Users	+14%
Increase Conversion Rate	+17%
Increase Revenue	+23.2%
Increase AOV	+7.77%
Increase Keyword Ranking	+44%
Increase Average D.A	+9.39%

45% of social accounts using the bespoke hashtag #CarSafetyChecklist on social media came from accounts with a large following of over 10,000 followers, which really helped with the final impressions. There was no negative sentiment for the campaign, and was 74% positive. The 26% neutral sentiment came from retweets.

In terms of the outreach part of the project Click created this campaign for Kwik Fit in order to increase brand awareness, improve site rankings and build natural links to the Kwik Fit site.



All 94 links have been successfully posted and are live on the bloggers' websites. They are across a range of Domain Authorities and have an average of DA 36. Throughout the campaign period, the team monitored the rankings for targeted keywords and we are pleased to see improvement for many of the phrases.

The campaign was received well by the target audience. This is apparent from social engagement results of a million impressions and 100 mentions, which came from social influencer accounts with a large following of over 10,000 followers.

The campaign was successful in achieving campaign objectives, raising awareness of the brand across social and supporting SEO activity. All of the links that were promised pointed to one of the target URLs and the wider scope of improving keyword rankings for certain terms proved fruitful. At the start of the campaign they asked us to look at 12 of the most competitive terms in a competitive market and improve them.

At the start of the process they didn't rank in P1 for any of the terms and they felt that this was putting them at a disadvantage. Looking at the table below you can see that this campaign delivered improvements in 11/12 keywords (+91%) and that all 12 (+100%) improved into the top five positions. We also garnered 4/12 keywords in P1 (+33%).

KEYWORD	Avg. Rankings		
	BEFORE CAMPAIGN (AUGUST)	CAMPAIGN END (DECEMBER)	CHANGE FROM START
exhausts	3	1	2^
van battery	6	3	3^
mot test centre	7	1	6^
book mot online	4	3	1^
book mot	5	3	2^
car servicing	2	1	1^
car service	3	2	1^
oil change	3	1	2^
cheap tyres	7	4	3^
new tyres	6	5	1^

This is without a doubt one of the best performing, short term, campaigns we have ever ran for a client and has led to future projects and increased budget. They were so impressed with the work that we had done on the account and the results that had been returned. Kwik fit then decided to look at our other specialisms, including paid search (PPC) and more specifically our in-house PPC support package.



feed **TRAX**  
pro **TRAX**



We also understood the problems they faced for managing their PPC accounts but acknowledged their wish to keep it in-house. We looked at how working with our 15 bespoke PPC tools they could:

- Keep up to date with the fast moving industry.
- Benefit from knowledge sharing opportunities.
- Benefit from a more all-rounded approach provided by an agency with specialists in many areas.
- Improve efficiency.
- Peer review all work and reduce the likelihood of human errors.
- Cover holidays or sickness to prevent huge disruption to account management.
- Gain access to high level Google support and the latest betas befitting a Premier Google Partner.

Essentially, we filled the gaps and offered Kwik Fit the best of both worlds.



*Click are experts in their field when it comes to search engine optimisation. Click have proven they can work with web sites of varying sizes and apply their expertise in a bespoke manner for the needs of the business in order to achieve results.*

*Andrew Lane, Kwik Fit*



**OXFAM**

Part of a global movement for change, Oxfam seek to empower people to create a future that is secure, just, and free from poverty. Oxfam use a combination of public education, rights-based sustainable development programs, campaigns, advocacy, and humanitarian assistance in disasters and conflicts – they seek to challenge the structural causes of the injustice that is poverty, working with allies and partners locally and globally to change the world.

## HOW WE HELPED

For the 'Dressed by the Kids' 2017 campaign, Click Consult was approached by Oxfam to build upon the success of the previous year's campaign and to promote awareness through social media, online influencers and blogs. Our expertise in creating and nurturing blogger relations, social media and video creation, meant we were perfectly matched to this challenge.

Our objectives at the start of the campaign were created after various meetings. We looked back on the campaign for the previous 12 months and as a result we were able to set new target for the 2017 Dressed by the Kids campaign. Below is a representation of the targets that were agreed and the actual results delivered.

## THE RESULTS

The campaign was a huge success in 2017 and we saw an increase that nobody could have expected. Looking at the headline figures for the campaign in terms of the assets, bloggers and impressions, it is clear to see that the targets were surpassed. This has led to a huge increase in both the visibility of the brand and the donations.





TAKING THE RISK OUT OF PROPERTY RENTAL

HomeLet is one of the UK's largest providers of home and property insurance, especially in the rental and landlord markets. They were striving to become the premier location for securing these finance agreements and, as a result, approached Click Consult to help them with their organic search strategy.

Following a competitive pitch process, HomeLet came with Click Consult on a journey that has not only seen some great results but which has, in truth, surpassed all expectations. The results of this campaign have led to further partnerships and extra workflow across other areas of search marketing. Overall, the partnership has gone from strength to strength.

## HOW WE HELPED

When HomeLet approached Click Consult they did so with ambitions to not only grow their online visibility but also their ranking for some of the keyword terms within their industry.

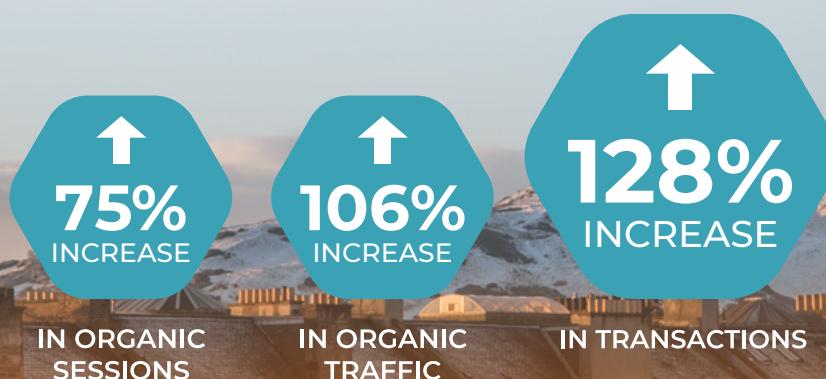
Knowing that this was going to be a challenge due to the competitive nature of the finance and insurance markets, we embraced it and dedicated every effort to help them increase visibility, rankings on SERPs and the number of organic links to their website. If we did this we knew that there would be an increase in sessions, revenue and ROI – all of which were unspecified but which were critical to the company's growth.

The assets that we would create were as follows:

- A bespoke eBook
- Unique blogger badge linking to HomeLet
- Blogger fact sheet
- Content for blogger support

## THE RESULTS

We agreed with HomeLet that our campaign workflow would lead to an improvement of: 15% in organic sessions, 25% in organic traffic, and 50% in transactions. Here's what we delivered.



“

*Click consider our market and keep our commercial objectives at the heart of what they do. They create effective campaigns that drive results.*

*HomeLet*

”



# TRUPRINT

Truprint specialises in online photo prints and personalised gifts for those looking for a gift or personalised item. The company wanted to develop its pay-per-click (PPC) advertising activity to improve revenue while bringing down spend, therefore improving ROI.

## HOW WE HELPED

We analysed Truprint's PPC activity, scrutinising each element in detail to determine what optimisation techniques we could apply at a micro, as well as macro level, to improve overall performance and the help the account to run more smoothly.

The team then focused on developing Truprint's existing Google Shopping Campaigns as well as launching Bing Shopping and dynamic remarketing.

Our Premier Google Partner Status has allowed us to whitelist Truprint for a range of exclusive Google beta features that have had a significant impact and placed Truprint a step ahead of their competitors for when these features go, or have gone, live.

To further ensure Truprint got the best possible return for their budget, we used our [proTRAX tool](#), part of a suite of software developed in-house by Click. This technology allows us to distribute budget across campaigns and channels in the most efficient way.

We also supported Truprint's website relaunch in May 2016, ensuring feeds were fully prepared in advance of go-live and closely monitoring performance afterwards to minimise disruption and take advantage of any new opportunities presented.



## THE RESULTS

Truprint's dynamic remarketing campaign has seen:

- CPA reduced from £81.08 to £33.83
- Assisted conversions up from 56 to 74
- Assisted conversion value up from £528.42 to £667.65



IN ROI  
(GIFTS CAMPAIGN)



IN CONVERSION RATE  
(GIFTS CAMPAIGN)



IN REVENUE  
(CARDS CAMPAIGN)



IN CONVERSION  
RATE (CARDS  
CAMPAIGN)



IN ROI  
(NON-BRAND)



IN CONVERSION  
RATE (NON-  
BRAND)

“

*Great agency at the forefront of search marketing. Fantastic account management coupled with real experts working on your campaigns = a winning combination.*

*Juliette Crabtree, Truprint*

”



Chill.ie is one of Ireland's leading insurance online brokers, with an ethos of providing the right policy at the right price.

We helped this Irish insurance broker appear in position 1 on google.ie for their most valuable keywords, while driving their organic visibility to new heights with campaign outreach.

## HOW WE HELPED

Thorough analysis of the Chill's website (including backlink analysis), competitors and marketplace gave us a full understanding of the brand's current positioning and allowed us to put together a strategy focused on:

- Improving organic visibility through better positioning in the SERPs
- Increasing the quality of traffic to the site (ie, encouraging better-qualified leads), therefore increasing the likelihood of conversion

We identified the following keywords as high-opportunity keyword targets to focus on for SEO activity: 'car insurance' and 'home insurance', 'business insurance', 'life insurance' and 'mortgage protection insurance'.

We decided that the best focus for the implementation of this strategy would be:

- Building upon existing web content to take advantage of long tail keyword opportunities
- Carrying out campaign outreach activities to develop awareness of the brand, earn new leads and enhance Chill's backlink profile

Bespoke keyword research and analysis of Chill's onsite content helped to create a strategy document mapping out gaps where lay opportunities to create new pages featuring the long tail keyword focuses previously identified. Our content team then created suitable assets conforming to our rigorous 'SURE' standards (substantial, unique, relevant and engaging) which, once signed off by the client, were uploaded to the site.

Leveraging the long tail keyword 'home insurance' Click Consult produced the following:

The screenshot shows the Chill Insurance website. At the top, there's a purple header with the 'Chill INSURANCE' logo and a slogan 'WE'LL TAKE IT FROM HERE'. To the right of the logo is a large yellow phone number '1890 30 20 20'. Below the header is a navigation bar with links for HOME, PRODUCTS, INSURERS, COMPANY, BLOG, and CUSTOMER CARE. A breadcrumb navigation shows the user is at the 'HOME INSURANCE' section under the 'FAQ'S' category. The main content area features a large blue title 'Home Insurance Questions Answered' and a green subtitle 'FREQUENTLY ASKED QUESTIONS'. Below this, there's a section titled 'Do I need home insurance?' with a detailed answer explaining its benefits. Another section titled 'What do you actually mean by contents?' provides information about what's covered under their contents policy. To the right, there's a sidebar with a 'GET A QUOTE' button in a green box. Below it is a purple box containing sections for 'Home INSURANCE' (with a house icon), 'FAQ'S', 'DOCUMENTS', 'HOME USEFUL NUMBERS', and 'HOME INSURANCE QUOTES'. At the bottom of the sidebar is a small image of a living room interior.

We also developed unique pieces of creative, shareable content to increase lead generation, while helping improve organic search rankings for the client's website, as well as presenting Chill as a thought leader regarding safety behind the wheel.

The aim was to achieve earned media placement among bloggers specifically with an audience demographic relevant to Chill's market – specifically Irish bloggers in the beauty, food, music, family and pet sectors, as well as national media coverage.



The content we created comprised of an infographic, press release and factsheet entitled Driving Me Crazy, all differentiated to target appropriate bloggers or press sites. It was crafted to give serious insights and food for thought around driving safety, but also presented in a humorous and accessible manner.

The infographic is creative and visually striking, while the content engages with the blogger and their audience in a way that is relatable while highlighting local brand relevance. This is unique content, segmented to audience to ensure high relevance – indicating that the client is has a connection with each blogger segment.

The content was based around an online survey we carried out among Irish drivers, exploring different driver behaviours. The questions were constructed to allow different possible scenarios and connections to be explored – dependent upon feedback and analysis – creating new, data-driven information. The questions were also carefully devised to appeal to target blogger demographics and their audiences.

In addition to this, there have been subsequent campaigns which have further improved visibility and performance for Chill.ie – the latest comprising of a combination of fantastic design work and stunning photographic images for an eBook titled ‘Ireland’s Most Beautiful Drives’.

This content marketing campaign centred around the creation of a magazine style eBook on Ireland’s most beautiful drives voted for in a survey, to expert and blogger tips on safe driving in different weather conditions.



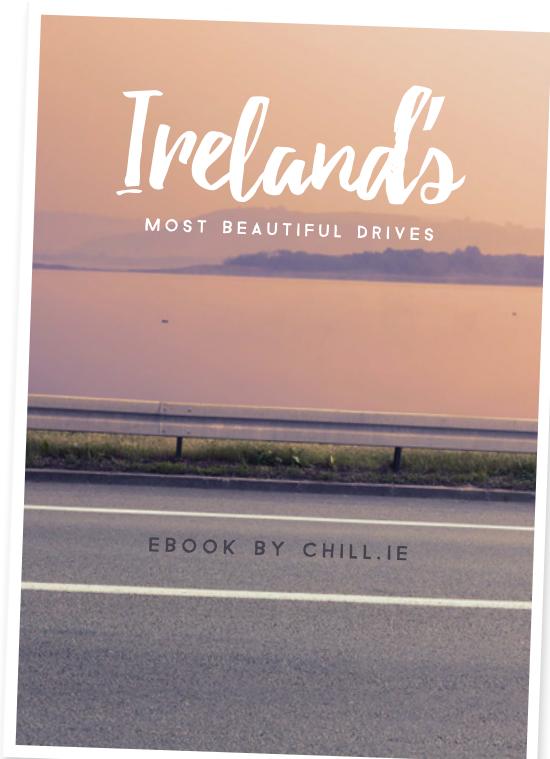
A campaign of audience survey, targeted blogger engagement and social amplification was then designed, delivered and analysed.

Driving, Lifestyle & Family bloggers were then engaged by the campaign team in a dialogue around their top tips for driving in different weather conditions, their favourite Irish driving routes or personal tips on travelling in Ireland. From this dialogue, collaborative posts were gathered and enthusiasm to be part of the Chill Insurance campaign was fostered.

The quotations in the form of driving tips were gathered and, if the blogger wished, these were placed within a bespoke campaign image for social sharing and blog visuals, along with the eBook. Bloggers, who gave tips regarding Irish drives and locations, had their quotations added to the bespoke campaign eBook. We also offered a bespoke blogger badge to add to their blogs if taking part, letting them tell their audience the eBook was coming soon.

The bloggers featured in the eBook were then asked to write a post about the eBook, each with a homepage link to the Chill Insurance website and a link to download the eBook.

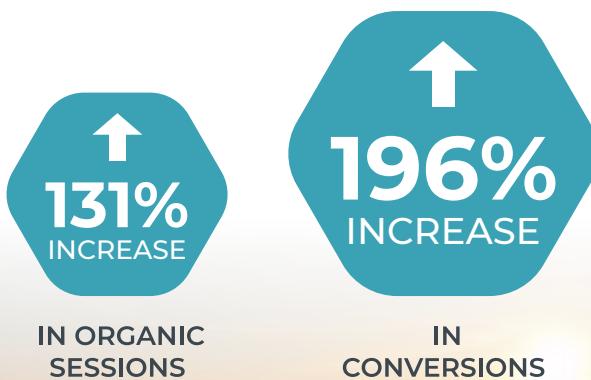
We gave the bloggers some social amplification help on how to attach the eBook to gain links correctly and get them to share on social media for reporting. High Domain Authority Driving, Lifestyle & Family bloggers were identified for this campaign. This resulted in a high level link building pattern supporting Chill Insurance online. As bloggers were engaged with and a partnership approach was developed, the posts are natural and the bloggers own ideas form strong material to endorse the brand.



## THE RESULTS

-  CAR INSURANCE → increase from position 13 to 1
-  HOME INSURANCE → increase from position 4 to 2
-  BUSINESS INSURANCE → increase from position 6 to 2
-  LIFE INSURANCE → increase from position 4 to 2
-  MORTGAGE PROTECTION INSURANCE → increase from position 15 to 10

Overall, the improvement in organic traffic allowed Chill.ie to reduce their paid search spend dramatically, with a cost saving of up to €90,000.



“

*Click from the initial pitch have delivered on their promise of delivering data driven solutions for particular SEM problems. I have found them both knowledgeable and effective in delivering results.*

*Chill Insurance*

”



## LloydsPharmacy Online Doctor

Click Consult formulated a search strategy that would help to deliver commercial results across key product areas for LloydsPharmacy Online Doctor, leading to a 144% increase in organic sessions and a 77.59% increase in organic revenue.

Founded in 2002, LloydsPharmacy Online Doctor set out to provide patients with an additional channel in which to receive care for health problems that they traditionally may have found embarrassing or inconvenient through face-to-face care. The Online Doctor team now provide a breadth of remote medical services in partnership with both the NHS and private organisations for patients across the UK.

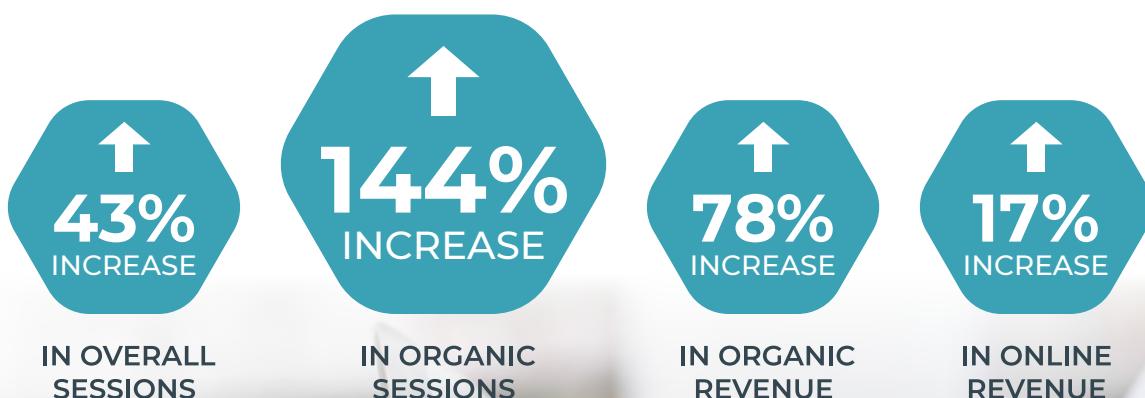
## HOW WE HELPED

LloydsPharmacy Online Doctor approached Click Consult with the objective of increasing organic traffic and search visibility for a number of key terms for the Online Doctor brand. Having previously relied heavily on PPC advertisement to drive online traffic and sales, the team at Click Consult highlighted how organic search (SEO) would be a much more efficient and cost effective investment for their online marketing.

After a period of research and analysis, it was clear that in order to improve the performance of the identified lead terms, the emphasis of the strategy would be to enhance the backlink profile of the Online Doctor website. The strategic approach of the project was to undertake a strategic content marketing campaign to identify relevant influencers within the online pharmaceutical industry that would be interested in showcasing innovative and creative content to their audience.

## THE RESULTS

Our organic search strategy for LloydsPharmacy Online Doctor has delivered some impressive year on year results including increasing the number of page 1 terms to 36, as well as:



“

*From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive. We are looking forward to a successful future partnership*

*LloydsPharmacy Online Doctor*

”



**JULIAN CHARLES**  
SINCE 1947

Julian Charles is a luxury home furnishings retailer that prides itself on offering superb style and exceptional value, and in delivering beyond customers' expectations. Family-run for almost 65 years, the brand is now a multi-channel retailer with more than 140 stores across the UK.

Our SEO, PPC content marketing, outreach and social media teams have been collaborating since 2014 on an integrated search marketing strategy aimed at strengthening Julian Charles' search visibility, increasing high quality traffic volume and, ultimately, maximising revenue.

## HOW WE HELPED

Our SEO work focuses on improving the rankings of generic and long tail terms to drive traffic and therefore increased revenue to the site.

In February 2017 there was a Google quality update called Phantom 5, and the following month, Google released an updated version of its 'Search Quality Evaluator' guidelines. As a result of this, we analysed a selection of pages on the Julian Charles site to ensure that it was in-line with the Search Quality Guidelines, that content adequately fulfilled search engine users' needs and communicated the expertise, authority and trustworthiness of the brand.

This lead to us:

- Delivering a full keyword planning document.
- Creating additional content on categories pages that was unique and specific to that category, and focused on targeted keywords.
- Revising homepage content to increase trust levels with new visitors.
- Content marketing, outreach and social media campaign
- Our #RenovateDecorateInspire campaign created a natural, high quality link building pattern to support SEO. We did this by engaging relevant, influential bloggers with a 10 page eBook developed by our content and design teams, full of tips and advice on how to transform your home at a much lower cost than having to move house.

The campaign's content encouraged bloggers to write about small changes people could make to transform the look of a room. We also provided bloggers with fact sheets to give them some inspiration and help them write the post. Our aim was to increase awareness of the Julian Charles brand, and to support Julian Charles' organic search presence for certain products and webpages.

We achieved the objective number of blog placements, each on a website with the required [Domain Authority](#) score.

The #RenovateDecorateInspire campaign was successful in improving and maintaining ranking positions for targeted keywords, raising awareness of the Julian Charles brand across social media, and supporting SEO activity.



## PPC (PAID SEARCH)

Julian Charles recognised that key dates throughout their calendar such as End of Season, Black Friday and Christmas offer great opportunities. We were tasked with applying the best possible promotion and campaign management throughout these periods and beyond, while still providing our continuous efforts for innovation and thought leadership.

### Diverse campaign types

The plan was to use an array of campaign types: Search, Remarketing (Dynamic and Image Based), Display, Dynamic Search Ads and Shopping. This diversity this meant we have been able to connect with not only their current audience base, but also new and future potential convertors resulting in growth.

Using our own in house projection tool, ProTRAX, we were able to take projections to the next level and find the most profitable points throughout the year in which to push additional revenue through. This non-linear model allowed us to expose the true potential throughout the year and pushed growth much further than a rigid, even split, budget would have.

### Thorough research

Competitor research allowed us to find opportunities with regards to what and where to target in order to gain market share. One example of this is that we were able to prepare for the “Crushed Velvet” rush ahead of the industry and position ourselves as market leaders during the Christmas period.

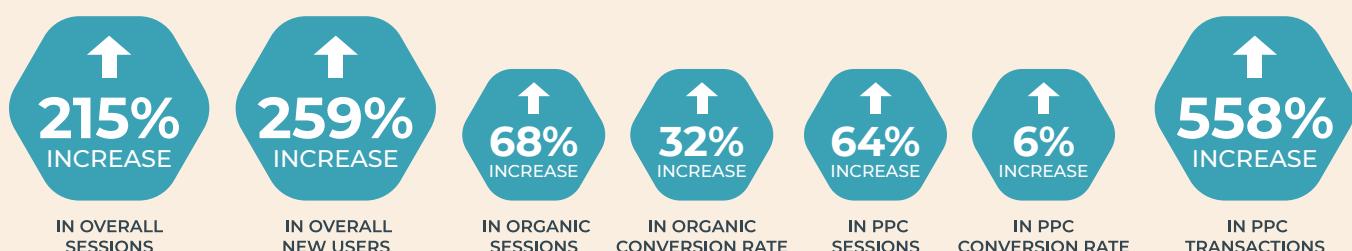
### Innovative strategies and methods

Below are a few successful projects we ran within the account:

- Dynamic Search ads for research only basis
- Shopping segmentation
- Shopping optimisation
- Business data and localisation
- Remarketing lists



## THE RESULTS





ABTA is the UK's largest travel association representing around 1,200 travel agents and tour operators that sell £32 billion of holidays and other travel arrangements each year. ABTA's purpose is to support and promote a thriving and sustainable travel and tourism industry.

The ABTA brand stands for support, protection and expertise. These qualities are core, as they help ensure that ABTA Members' customers travel with confidence.

## HOW WE HELPED

We were approached by ABTA with the following pitch:

"As part of the wider Travel with Confidence consumer campaign 2016/17, we want an agency to run ABTA's summer 2017 advertising campaign, using the most appropriate channels and advising throughout the campaign.

"The objective is to raise awareness of ABTA and understanding of what we do amongst 18-35 year olds. We also want to promote booking holidays with an ABTA Member.

"The campaign theme is fraud and the main message is to Be Smart. Book with an ABTA travel company. We have all the necessary creative already in place and do not require any new creative.

The creative is a mix of video content that was initially created for Facebook, Twitter and YouTube and will work well for the target market."

We accepted the challenge and outlined a strategy that we felt would deliver the best possible results and tick the four main goals of:

- Reach 18 – 35 year olds
- Encouraging users to book through an ABTA member
- Increase understanding of what ABTA is
- Fulfil the KPI of garnering the greatest possible social reach

We know that by encompassing paid ads and sponsored or promoted posts, social media advertising can be used to send traffic to your profile pages or website. They are often used by businesses to create an initial buzz around content or to generate awareness of a brand or product and can prove very profitable.



We initiated both the ‘Stop Sickness Scams’ and the ‘Travel with Confidence’ campaigns independently and knew that we had to adhere to a wide range of targets across a very strict timeline if we were to garner results as a whole. We needed to ensure that the campaign would run from 21 June until 29 September and that the objectives below were met. For this we had to make sure that the campaign was fluid as new messaging (and assets) were developed and introduced at various stages.

We therefore took the following four step approach to generate the results and monitor performance of the overall campaign:

1. We reviewed demographics and behavioural targeting best suited to the client brief, which included age buckets, household income, recently travelled and segmented by location.
2. We recommended and made use of other social platforms including Instagram and also added Display Advertising for the Stop Sickness Scams campaign to maximise reach.
3. For the Stop Sickness Scams campaign, we recommended and implemented Bumper Ads, which saw an 89% view to 100% rate following on from the strong engagement with standard YouTube ads for the Travel with Confidence Campaign
4. We continually reviewed performance to reallocate budget to better performing audience segments and platforms such as maximising spend on YouTube and for Display.

The messages and ads had to change throughout the phases of the campaign:

- Pre-holiday
- Holiday
- Post-holiday

We also had to get ABTA Members to support the campaign through their social channels. The campaign measurements were as follows:

### **Primary**

- Impressions / awareness of specific advertising benchmarked against last year’s numbers.
- Engagement on social media channels (benchmarked against last year’s numbers)
- Increase views to 100% on YouTube
- Increase visibility through Facebook Impressions

### **Secondary**

- Number of Members supporting the campaign/using the brand toolkit.
- After taking the predefined objectives from the client we set about creating adverts on all of the platforms that ABTA had identified and built them with the appropriate text, artwork, links and campaign titles.

Working with a fluid total budget, meant that we could move budget around the social channels that were performing best.

## THE RESULTS

ABTA wanted to use the following platforms for their campaign as these were the areas that they felt would garner the largest engagement: YouTube, Facebook, Instagram, and Twitter. The results of the ‘Travel with Confidence’ campaign were fantastic and the exposure gained:

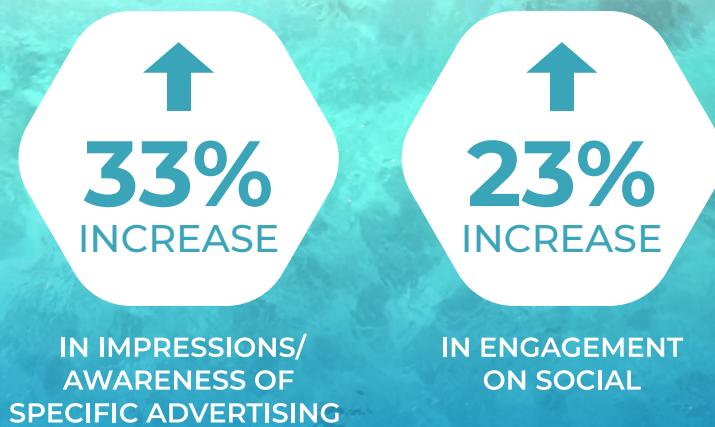
Facebook	738,218 unique users
Instagram	625,338 unique users
Twitter	524,894 impressions
YouTube	652,268 unique users

For the ‘Stop Sickness Scams’; campaign we recommended and used Facebook, Instagram, Twitter, YouTube, AdWords Display & Programmatic Display ads. The reach for those posts was as follows:

Facebook	2,445,413 unique users
Instagram	216,538 unique users
Twitter	390,565 impressions
YouTube	2,292,592 unique users

### Results v Primary Objectives

- Increase views to 100% on YouTube – Compared to the previous campaign the 100% view rates has increased from 20.29% to 41.99% – doubling the effectiveness
- Increase visibility through Facebook impressions Vs previous agencies campaign:
- Previous Agency – Mar 17: 128,519 impressions
- Click Consult – July 17: 4,260,668 impressions (3215% Increase)



“

*From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas.*

”

ABTA

## WHAT OUR CLIENTS SAY ABOUT US



*"Click Consult's two-day PPC training course with Head of Paid Search was thorough, informative yet easily digestible. Prior to the training Dave carried out an audit on our current PPC activity to understand where we are, what we'd like to achieve plus any quick and long terms wins to help improve account curation and, most importantly, improve conversion rates.*

*"The pre-training audit meant Dave was able to target the key areas of interest/concern to us which meant that, while the training was crammed full of advice and guidance, it never felt like we were wasting time on unnecessary topics not relevant to our business goals.*

*"Dave himself is a fantastic trainer. He is extremely knowledgeable yet patient with an audience getting to grips with PPC. He clearly has a keen interest in search practices and getting the best out of AdWords for Click's clients, sharing many shortcuts, tips and pointers we would never ever have otherwise come across!"*

Kwik Fit (for in-house PPC training)

---

*"The team at Click put together a campaign that underpinned our objectives and have achieved fantastic results within a very short space of time."*

Julian Charles

---

*"Since working with Click we have seen real demonstrable improvements to our website traffic and Domain Authority. I wouldn't hesitate to recommend them."*

PCA Predict

---

*"Comforting to have such a results-based agency, who have firm reporting to feedback every month. I feel comfortable when it is suggested to me that we should be increasing our PPC spend."*

The Vegan Kind

**"COMFORTING TO  
HAVE SUCH A  
RESULTS-BASED  
AGENCY"**

*“Always an absolute pleasure to work with, nothing is too much trouble and always a high standard of work delivered! Highly recommend.”*

Jodi Clark

---

*“I have used Click for a number of years and they continue to provide excellent advice and manage our account very well. The relationship we have with Click has been a major factor in our continued revenue growth as a business over the past few years.”*

Ordnance Survey

---

*“As business decisions go this was probably one of our best. It is not often you find such a responsive and intuitive agency who understand what you are trying to achieve. They get it. They take feedback on the chin, we can be very direct sometimes, and they simply run with it and find solutions that work for us. In a market that over promises and under delivers we trust Click Consult to do a brilliant job. I highly recommend Click Consult.”*

The Law House

---

*“Click have really stepped up to the plate when it comes to performance marketing, their tenacity and desire to help us as a company improve is second to none. They’re always offering up the best in cost per lead performance, which is seeing our ROI on digital marketing grow exponentially as our relationship goes on. Brilliant project planners, superb project delivery and results to boot, what more could you ask for?”*

Adjustmatic Beds

**“AS BUSINESS  
DECISIONS GO THIS  
WAS PROBABLY ONE  
OF OUR BEST”**

*"Having worked with previous PPC specialists with 'good' results, we wanted to find a company that could achieve 'great' results for our business. Click Consult are currently doing this through a more streamlined targeted approach, which consequently is having two main benefits: maximising our PPC budget and driving our enquiries to levels we have not seen previously."*

Peckforton Castle

---

*"I used Click Consult to gain a first page search result for my website. With their friendly helpful team I was greatly surprised that not only did I gain this spot, but it surpassed and ranked number one in the UK for at least five of my keywords. As I mentioned their team of friendly professional and very, very knowledgeable members worked their magic and the results spoke for themselves. I would not hesitate to recommend them to all businesses big or small as they are truly fantastic."*

Mark Jenner

---

*"The team at Click make digital marketing easy are an extension of the marketing team. They take the time to understand our customer and our business model to enable us to achieve growth whilst improving our ROI."*

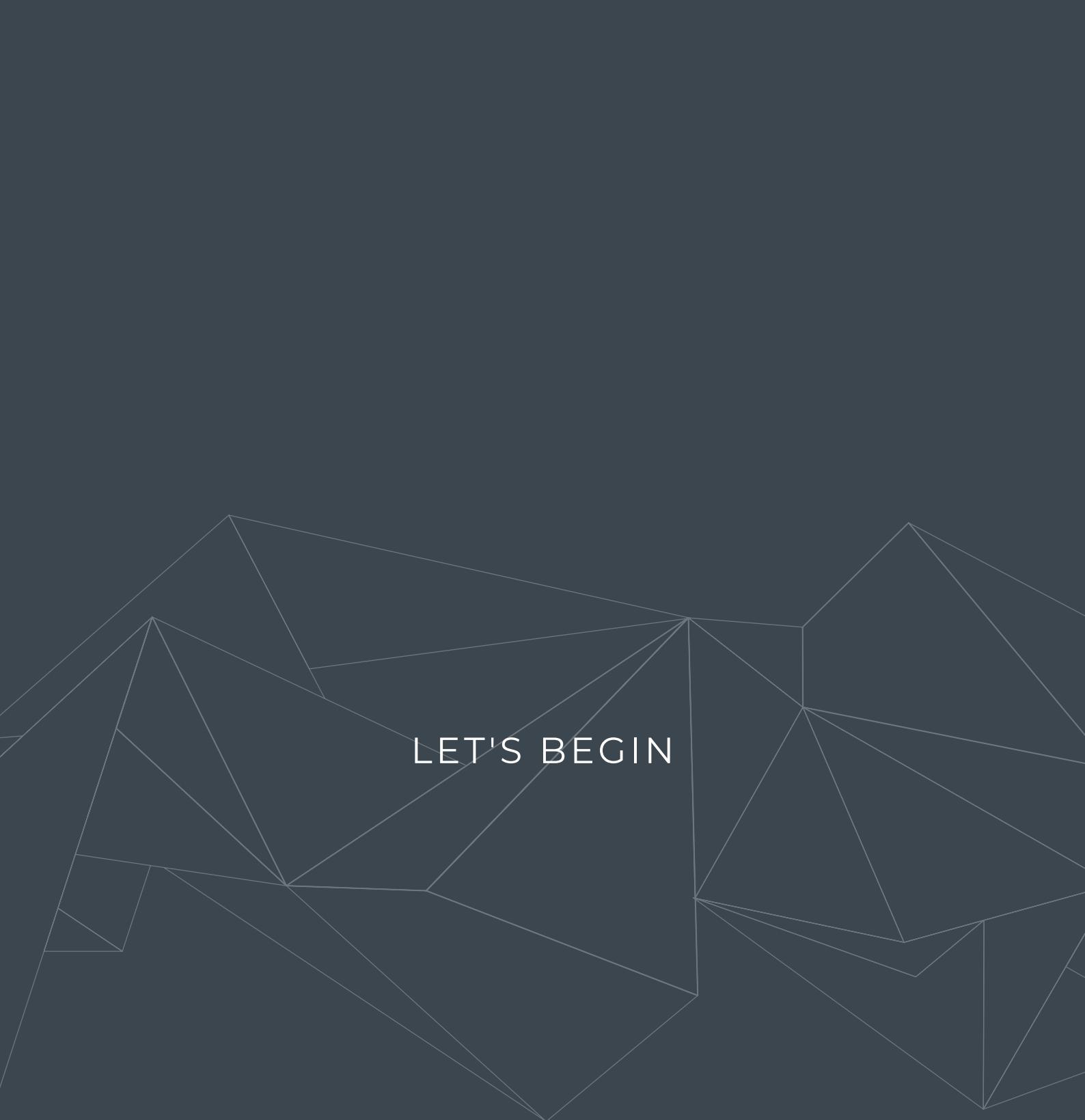
Chums

---

*"We're lucky to have found Click when we did, they have been the perfect partner for us so far and we're looking forward to working with them for the foreseeable future"*

G8Way Insure

**"THEY HAVE BEEN  
THE PERFECT  
PARTNER FOR US"**



LET'S BEGIN

 CLICKCONSULT®



# KwikFit

As one of the most recognisable motoring brands in the UK, Kwik Fit is at the forefront of the industry. Whilst an enviable position to be in, there is always competition and it is vital that they remain at the pinnacle.

Over the last six months of 2017 we not only exceeded all seven targets set by the brand, but we also ran an ad hoc social media campaign which proved to be their most successful ever. Here's how we did it.

## HOW WE HELPED

Click Consult was approached by Kwik Fit to create a new organic search campaign focused around car safety and preparing your car correctly for journeys. Our aim was to develop a unique link building and social engagement campaign.

We created a campaign looking at what areas of your car to check before heading on a long drive. This required online influencers and bloggers to write about how to check your car and prepare for a long drive. This could include checking oil levels, windscreen wash, checking tyre tread, or making sure all brake lights and headlights work correctly.

As with any campaign there has to be a clear set of objectives and they depend on two things:

- what we feel will make the greatest difference to the business
- what is achievable in terms of budget and timescale

In such a competitive market, where Kwik Fit is already a leader, we knew that we needed a bespoke campaign to solidify this position and we had to open the company up to other potential audiences.

In line with our meetings it was agreed that we would look to increase the following seven areas for Kwik Fit:

- Organic Sessions
- New users
- Conversion rate
- Revenue
- Actual order value (AOV)
- Keyword rankings
- Average Domain Authority (DA) of new links.



Our aim was to increase awareness of the Kwik Fit brand, and to support Kwik Fit's SEO presence for certain products and webpages, mainly tyres, batteries, MOT and servicing. We looked at on page optimisation of the existing content to help visibility as well as creating the following assets to build the link profile:

- Content and design for 1 x 15-page eBook
- Blogger fact sheet x 1
- Social images x 10 optimised for Twitter and Facebook

As a result of early performance, we also took on a social media campaign with a view to boosting the brand's visibility in month five of the six month contract. This campaign included the content curation and design of 12 bespoke social posts revolving around Christmas or #Kwikmas. We initiated a series of 12 GIFs in which entrants could win a selection of presents. The animation proved a huge hit with 22.8k shares and 5264 likes on Twitter alone.

The screenshot shows the Kwik Fit website homepage with a festive winter theme. At the top, there's a navigation bar with links to About Us, Contact Us, FAQ, Careers, Blog, Events, and My Account. A search bar is also present. The main banner features a cartoon illustration of two elves working on a red car in a snowy landscape with pine trees and falling snow. Below the banner, the text "12 Days of Kwikmas!" is prominently displayed. The page is divided into four rows of three boxes each, representing the daily prizes. Each box contains a small icon, the day number, the prize description, and a yellow "ENTER NOW" button.

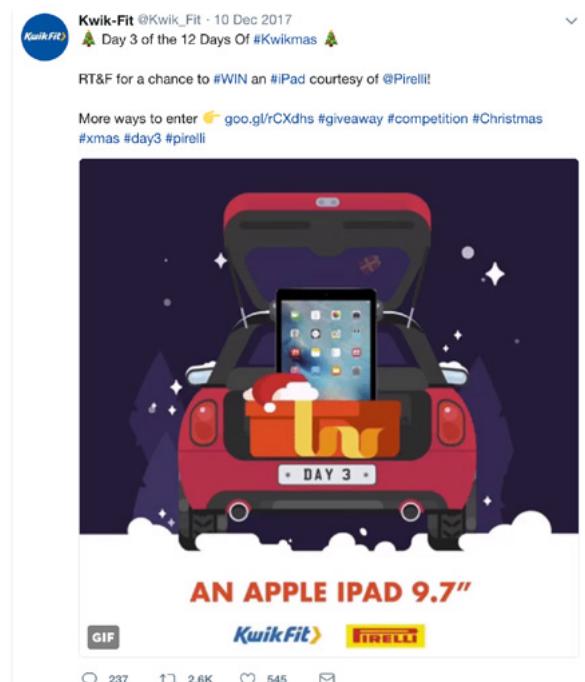
Day	Prize	Action
1	Win an Amazon Echo Show!	ENTER NOW
2	Win a BMW Driving Experience For 2 & Michelin Gear!	ENTER NOW
3	Win an Apple iPad 9.7"	ENTER NOW
4	Win Adidas Trainers!	ENTER NOW
5	Win an Amazon Fire 7 Tablet!	ENTER NOW
6	Win Gulf Clothing & Accessories!	ENTER NOW
7	Win £100 Love to Shop Voucher!	ENTER NOW
8	Win Pirelli Headphones & Tech Accessories!	ENTER NOW
9	Win a Chelsea FC Shirt & Fifa 18 for PS4!	ENTER NOW
10	Win a Ride on Kids Mercedes-Benz!	ENTER NOW
11	Win 2 x £100 Restaurant Vouchers & Pub Guidel	ENTER NOW
12	Win an Amazon Echo Dot!	ENTER NOW

At the bottom of the page, there are sections for "Services" (with a "YOUR REG" button), "Tyre Search By Size" (with input fields for Width, Ratio, Rim, Speed, and a "Search" button), and a link to find your tyre size.

The previous image, showing the campaign's homepage takeover of the Kwik Fit website, has seen us win yet another contract to produce a similar campaign for Easter 2018.



The following images highlight some of the social shares that we posted. All 12 days of the campaign had good traction and were a hit in terms of views, shares, likes and retweets.



At the start of any campaign you really have to understand where the business you are working for sits within their market. We conducted both a full site audit, looking for keywords and links and checking the profile of them as well as running a full competitor analysis. Our in-house [suite of tools](#) helped us to identify any keywords that might have significant volume which we should be targeting and also pointed out poorly performing keywords to exclude. There was not only a link building strategy in place but an on-page optimisation strategy. We also had involvement with design and social media.

- Click created a 15-page eBook for Kwik Fit that acted as a downloadable checklist for drivers to use before they head off on a long journey. The eBook was useful for those who travel often, or for those who travel on long journeys.
- The campaign was shared with family and parenting bloggers, lifestyle bloggers, automotive blogs and any other relevant websites with a Domain Authority of 20+, 35+ or 45+.
- The bloggers created unique content about the sort of checks you should be making as well as why it is important to make them. There was lots of variety within the posts. Some bloggers wrote about how the checks are an important step to keeping your children safe while on the road, others talked about keeping other road users safe and some talked about their own personal car safety check routine.
- The campaign keywords were all brand focused, eg Kwik Fit, kwik-fit.com or www.kwik-fit.com. The links went to either the homepage or relevant services pages, eg tyres, MOT, or battery.
- A total of 94 links were earned.
- A social launch plan was provided for Kwik Fit to use on their social channels. This encouraged the use of the hashtag #CarSafetyChecklist and encouraged bloggers to tag Kwik Fit in their social posts.
- A social listening stream was set up to monitor the use of the hashtag, and campaign-related mentions.



The campaign was created to target the following primary keywords:

- Kwik Fit
- Kwik-fit.com
- www.kwik-fit.com

The campaign created a natural link-building pattern to support SEO around these search terms. We contacted bloggers who showed an interest in cars, or bloggers who owned cars.

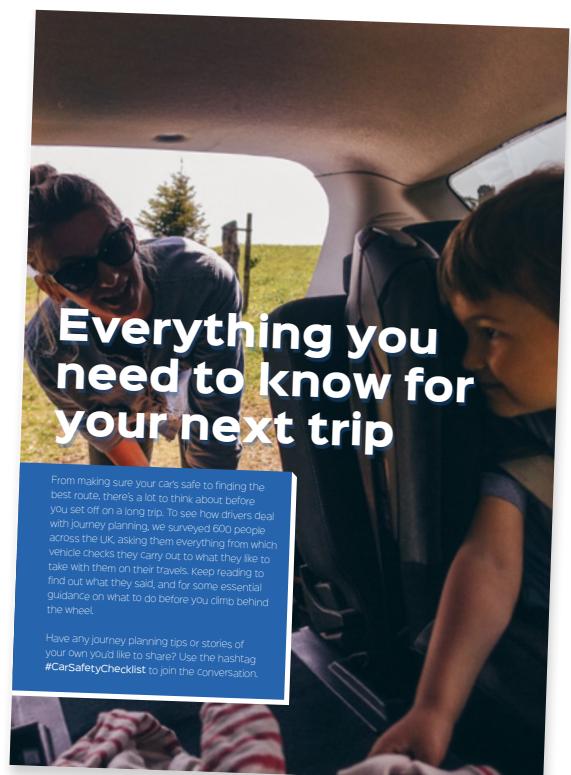


We had a high volume of bloggers interested in the campaign. Many of the bloggers wrote about how to check your car, what to check for, and how important it is, especially if you have children in the car. We also contacted some parenting bloggers who could write about things such as having a legal booster seat, etc.

The variety of content was good, and demonstrated the amount of ways the campaign could be taken. Because of the variety of blog categories we could target, we got a wide variety of content on a range of sites, therefore reaching a wider audience.

To further engage the bloggers' audience, they were encouraged to add a second link to their post. Click produced a 15-page eBook that could be downloaded from the link embedded in the blog posts. The asset was there to support the content, and also to make the campaign more shareable online. The audience was able to fully engage with the post because of the eBook. However, if they did not wish to include it for any reason, we encouraged posting that looked natural and in-keeping with their blog theme. We also asked them to ensure their content was in-keeping with their current audience.

We identified high Domain Authority bloggers for this campaign ranging from 20+, 35+ and 45+, which resulted in a high level of link building, supporting the Kwik Fit brand and online presence as a car servicing and car parts supplier company.

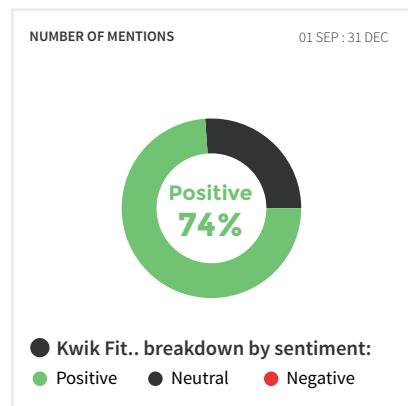


## THE RESULTS

TARGET	ACHIEVED
Increase Organic Sessions	+10%
Increase New Users	+14%
Increase Conversion Rate	+17%
Increase Revenue	+23.2%
Increase AOV	+7.77%
Increase Keyword Ranking	+44%
Increase Average D.A	+9.39%

45% of social accounts using the bespoke hashtag #CarSafetyChecklist on social media came from accounts with a large following of over 10,000 followers, which really helped with the final impressions. There was no negative sentiment for the campaign, and was 74% positive. The 26% neutral sentiment came from retweets.

In terms of the outreach part of the project Click created this campaign for Kwik Fit in order to increase brand awareness, improve site rankings and build natural links to the Kwik Fit site.



All 94 links have been successfully posted and are live on the bloggers' websites. They are across a range of Domain Authorities and have an average of DA 36. Throughout the campaign period, the team monitored the rankings for targeted keywords and we are pleased to see improvement for many of the phrases.

The campaign was received well by the target audience. This is apparent from social engagement results of a million impressions and 100 mentions, which came from social influencer accounts with a large following of over 10,000 followers.

The campaign was successful in achieving campaign objectives, raising awareness of the brand across social and supporting SEO activity. All of the links that were promised pointed to one of the target URLs and the wider scope of improving keyword rankings for certain terms proved fruitful. At the start of the campaign they asked us to look at 12 of the most competitive terms in a competitive market and improve them.

At the start of the process they didn't rank in P1 for any of the terms and they felt that this was putting them at a disadvantage. Looking at the table below you can see that this campaign delivered improvements in 11/12 keywords (+91%) and that all 12 (+100%) improved into the top five positions. We also garnered 4/12 keywords in P1 (+33%).

KEYWORD	Avg. Rankings		
	BEFORE CAMPAIGN (AUGUST)	CAMPAIGN END (DECEMBER)	CHANGE FROM START
exhausts	3	1	2^
van battery	6	3	3^
mot test centre	7	1	6^
book mot online	4	3	1^
book mot	5	3	2^
car servicing	2	1	1^
car service	3	2	1^
oil change	3	1	2^
cheap tyres	7	4	3^
new tyres	6	5	1^

This is without a doubt one of the best performing, short term, campaigns we have ever ran for a client and has led to future projects and increased budget. They were so impressed with the work that we had done on the account and the results that had been returned. Kwik fit then decided to look at our other specialisms, including paid search (PPC) and more specifically our in-house PPC support package.



feed **TRAX**  
pro **TRAX**



We also understood the problems they faced for managing their PPC accounts but acknowledged their wish to keep it in-house. We looked at how working with our 15 bespoke PPC tools they could:

- Keep up to date with the fast moving industry.
- Benefit from knowledge sharing opportunities.
- Benefit from a more all-rounded approach provided by an agency with specialists in many areas.
- Improve efficiency.
- Peer review all work and reduce the likelihood of human errors.
- Cover holidays or sickness to prevent huge disruption to account management.
- Gain access to high level Google support and the latest betas befitting a Premier Google Partner.

Essentially, we filled the gaps and offered Kwik Fit the best of both worlds.



*Click are experts in their field when it comes to search engine optimisation. Click have proven they can work with web sites of varying sizes and apply their expertise in a bespoke manner for the needs of the business in order to achieve results.*

*Andrew Lane, Kwik Fit*



**OXFAM**

Part of a global movement for change, Oxfam seek to empower people to create a future that is secure, just, and free from poverty. Oxfam use a combination of public education, rights-based sustainable development programs, campaigns, advocacy, and humanitarian assistance in disasters and conflicts – they seek to challenge the structural causes of the injustice that is poverty, working with allies and partners locally and globally to change the world.

## HOW WE HELPED

For the 'Dressed by the Kids' 2017 campaign, Click Consult was approached by Oxfam to build upon the success of the previous year's campaign and to promote awareness through social media, online influencers and blogs. Our expertise in creating and nurturing blogger relations, social media and video creation, meant we were perfectly matched to this challenge.

Our objectives at the start of the campaign were created after various meetings. We looked back on the campaign for the previous 12 months and as a result we were able to set new target for the 2017 Dressed by the Kids campaign. Below is a representation of the targets that were agreed and the actual results delivered.

## THE RESULTS

The campaign was a huge success in 2017 and we saw an increase that nobody could have expected. Looking at the headline figures for the campaign in terms of the assets, bloggers and impressions, it is clear to see that the targets were surpassed. This has led to a huge increase in both the visibility of the brand and the donations.





TAKING THE RISK OUT OF PROPERTY RENTAL

HomeLet is one of the UK's largest providers of home and property insurance, especially in the rental and landlord markets. They were striving to become the premier location for securing these finance agreements and, as a result, approached Click Consult to help them with their organic search strategy.

Following a competitive pitch process, HomeLet came with Click Consult on a journey that has not only seen some great results but which has, in truth, surpassed all expectations. The results of this campaign have led to further partnerships and extra workflow across other areas of search marketing. Overall, the partnership has gone from strength to strength.

## HOW WE HELPED

When HomeLet approached Click Consult they did so with ambitions to not only grow their online visibility but also their ranking for some of the keyword terms within their industry.

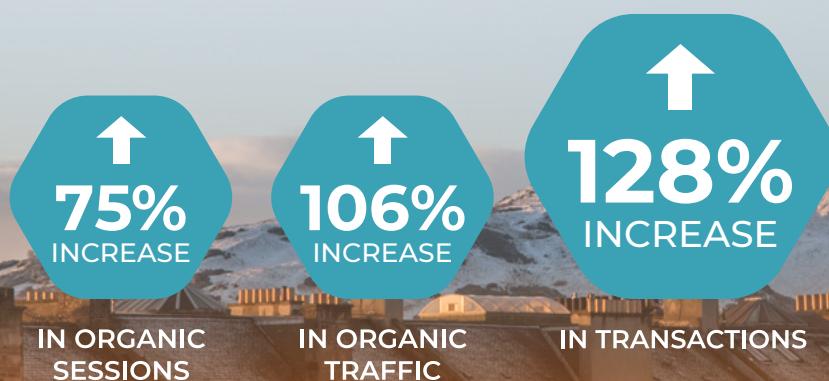
Knowing that this was going to be a challenge due to the competitive nature of the finance and insurance markets, we embraced it and dedicated every effort to help them increase visibility, rankings on SERPs and the number of organic links to their website. If we did this we knew that there would be an increase in sessions, revenue and ROI – all of which were unspecified but which were critical to the company's growth.

The assets that we would create were as follows:

- A bespoke eBook
- Unique blogger badge linking to HomeLet
- Blogger fact sheet
- Content for blogger support

## THE RESULTS

We agreed with HomeLet that our campaign workflow would lead to an improvement of: 15% in organic sessions, 25% in organic traffic, and 50% in transactions. Here's what we delivered.



“

*Click consider our market and keep our commercial objectives at the heart of what they do. They create effective campaigns that drive results.*

*HomeLet*

”



# TRUPRINT

Truprint specialises in online photo prints and personalised gifts for those looking for a gift or personalised item. The company wanted to develop its pay-per-click (PPC) advertising activity to improve revenue while bringing down spend, therefore improving ROI.

## HOW WE HELPED

We analysed Truprint's PPC activity, scrutinising each element in detail to determine what optimisation techniques we could apply at a micro, as well as macro level, to improve overall performance and the help the account to run more smoothly.

The team then focused on developing Truprint's existing Google Shopping Campaigns as well as launching Bing Shopping and dynamic remarketing.

Our Premier Google Partner Status has allowed us to whitelist Truprint for a range of exclusive Google beta features that have had a significant impact and placed Truprint a step ahead of their competitors for when these features go, or have gone, live.

To further ensure Truprint got the best possible return for their budget, we used our [proTRAX tool](#), part of a suite of software developed in-house by Click. This technology allows us to distribute budget across campaigns and channels in the most efficient way.

We also supported Truprint's website relaunch in May 2016, ensuring feeds were fully prepared in advance of go-live and closely monitoring performance afterwards to minimise disruption and take advantage of any new opportunities presented.



## THE RESULTS

Truprint's dynamic remarketing campaign has seen:

- CPA reduced from £81.08 to £33.83
- Assisted conversions up from 56 to 74
- Assisted conversion value up from £528.42 to £667.65



IN ROI  
(GIFTS CAMPAIGN)



IN CONVERSION RATE  
(GIFTS CAMPAIGN)



IN REVENUE  
(CARDS CAMPAIGN)



IN CONVERSION  
RATE (CARDS  
CAMPAIGN)



IN ROI  
(NON-BRAND)



IN CONVERSION  
RATE (NON-  
BRAND)

“

*Great agency at the forefront of search marketing. Fantastic account management coupled with real experts working on your campaigns = a winning combination.*

*Juliette Crabtree, Truprint*

”



Chill.ie is one of Ireland's leading insurance online brokers, with an ethos of providing the right policy at the right price.

We helped this Irish insurance broker appear in position 1 on google.ie for their most valuable keywords, while driving their organic visibility to new heights with campaign outreach.

## HOW WE HELPED

Thorough analysis of the Chill's website (including backlink analysis), competitors and marketplace gave us a full understanding of the brand's current positioning and allowed us to put together a strategy focused on:

- Improving organic visibility through better positioning in the SERPs
- Increasing the quality of traffic to the site (ie, encouraging better-qualified leads), therefore increasing the likelihood of conversion

We identified the following keywords as high-opportunity keyword targets to focus on for SEO activity: 'car insurance' and 'home insurance', 'business insurance', 'life insurance' and 'mortgage protection insurance'.

We decided that the best focus for the implementation of this strategy would be:

- Building upon existing web content to take advantage of long tail keyword opportunities
- Carrying out campaign outreach activities to develop awareness of the brand, earn new leads and enhance Chill's backlink profile

Bespoke keyword research and analysis of Chill's onsite content helped to create a strategy document mapping out gaps where lay opportunities to create new pages featuring the long tail keyword focuses previously identified. Our content team then created suitable assets conforming to our rigorous 'SURE' standards (substantial, unique, relevant and engaging) which, once signed off by the client, were uploaded to the site.

Leveraging the long tail keyword 'home insurance' Click Consult produced the following:

The screenshot shows the Chill Insurance website. At the top, there is a purple header with the Chill logo, a phone number '1890 30 20 20', and a navigation menu with links for HOME, PRODUCTS, INSURERS, COMPANY, BLOG, and CUSTOMER CARE. Below the header, a breadcrumb navigation shows 'HOME INSURANCE > FAQ'S'. The main content area features a large title 'Home Insurance Questions Answered' and a sub-section 'FREQUENTLY ASKED QUESTIONS'. A green button labeled 'GET A QUOTE' is prominently displayed. To the right, there is a sidebar for 'Home INSURANCE' with sections for 'FAQ'S', 'DOCUMENTS', 'HOME USEFUL NUMBERS', and 'HOME INSURANCE QUOTES'. Below the sidebar, there is a small image of an interior room with a TV and plants.

**Chill INSURANCE**  
WE'LL TAKE IT FROM HERE

1890 30 20 20

HOME PRODUCTS INSURERS COMPANY BLOG CUSTOMER CARE

HOME INSURANCE > FAQ'S

## Home Insurance Questions Answered

### FREQUENTLY ASKED QUESTIONS

#### Do I need home insurance?

Home insurance gives you peace of mind that should anything happen to your home, the cost of rebuilding it will be covered by your insurance provider. Not only that, banks require you to have home insurance as part of your mortgage agreement. If you'd like to find out more about getting a **home insurance policy** give us a call on 1090 30 20 20.

#### What do you actually mean by contents?

Good question! We define contents as everything you could take if you were to hypothetically move house. We recommend you spend some time creating an inventory of your contents in each room (don't forget the shed and garden too). You'll be pleased to hear that under our contents policy we cover aerials and satellite dishes as part of the TV.

#### GET A QUOTE

**Home INSURANCE**

FAQ'S	DOCUMENTS
HOME USEFUL NUMBERS	HOME INSURANCE QUOTES



We also developed unique pieces of creative, shareable content to increase lead generation, while helping improve organic search rankings for the client's website, as well as presenting Chill as a thought leader regarding safety behind the wheel.

The aim was to achieve earned media placement among bloggers specifically with an audience demographic relevant to Chill's market – specifically Irish bloggers in the beauty, food, music, family and pet sectors, as well as national media coverage.



The content we created comprised of an infographic, press release and factsheet entitled Driving Me Crazy, all differentiated to target appropriate bloggers or press sites. It was crafted to give serious insights and food for thought around driving safety, but also presented in a humorous and accessible manner.

The infographic is creative and visually striking, while the content engages with the blogger and their audience in a way that is relatable while highlighting local brand relevance. This is unique content, segmented to audience to ensure high relevance – indicating that the client is has a connection with each blogger segment.

The content was based around an online survey we carried out among Irish drivers, exploring different driver behaviours. The questions were constructed to allow different possible scenarios and connections to be explored – dependent upon feedback and analysis – creating new, data-driven information. The questions were also carefully devised to appeal to target blogger demographics and their audiences.

In addition to this, there have been subsequent campaigns which have further improved visibility and performance for Chill.ie – the latest comprising of a combination of fantastic design work and stunning photographic images for an eBook titled ‘Ireland’s Most Beautiful Drives’.

This content marketing campaign centred around the creation of a magazine style eBook on Ireland’s most beautiful drives voted for in a survey, to expert and blogger tips on safe driving in different weather conditions.



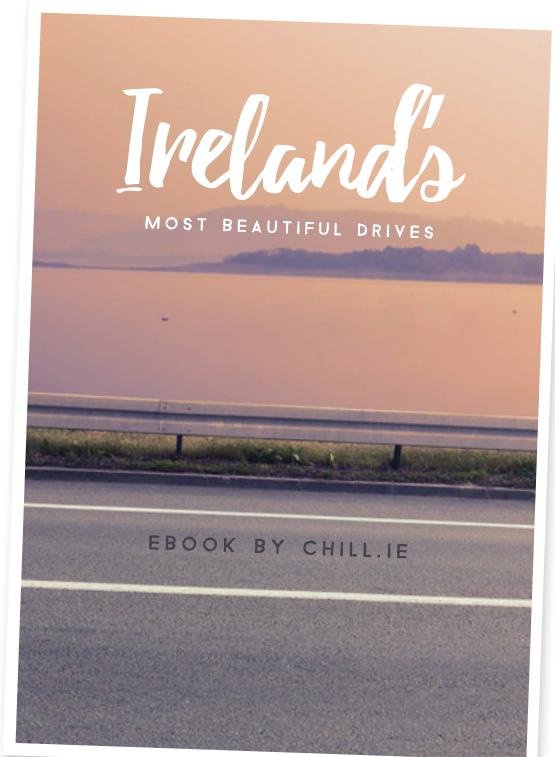
A campaign of audience survey, targeted blogger engagement and social amplification was then designed, delivered and analysed.

Driving, Lifestyle & Family bloggers were then engaged by the campaign team in a dialogue around their top tips for driving in different weather conditions, their favourite Irish driving routes or personal tips on travelling in Ireland. From this dialogue, collaborative posts were gathered and enthusiasm to be part of the Chill Insurance campaign was fostered.

The quotations in the form of driving tips were gathered and, if the blogger wished, these were placed within a bespoke campaign image for social sharing and blog visuals, along with the eBook. Bloggers, who gave tips regarding Irish drives and locations, had their quotations added to the bespoke campaign eBook. We also offered a bespoke blogger badge to add to their blogs if taking part, letting them tell their audience the eBook was coming soon.

The bloggers featured in the eBook were then asked to write a post about the eBook, each with a homepage link to the Chill Insurance website and a link to download the eBook.

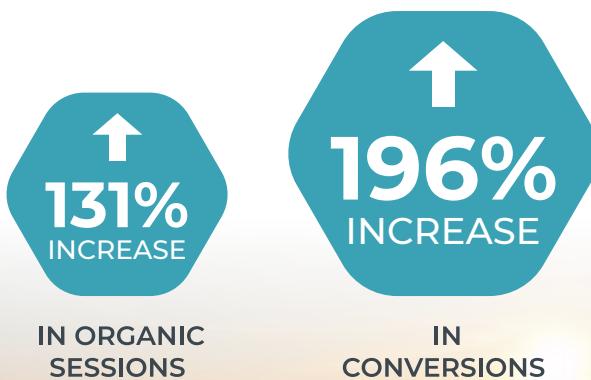
We gave the bloggers some social amplification help on how to attach the eBook to gain links correctly and get them to share on social media for reporting. High Domain Authority Driving, Lifestyle & Family bloggers were identified for this campaign. This resulted in a high level link building pattern supporting Chill Insurance online. As bloggers were engaged with and a partnership approach was developed, the posts are natural and the bloggers own ideas form strong material to endorse the brand.



## THE RESULTS

-  CAR INSURANCE → increase from position 13 to 1
-  HOME INSURANCE → increase from position 4 to 2
-  BUSINESS INSURANCE → increase from position 6 to 2
-  LIFE INSURANCE → increase from position 4 to 2
-  MORTGAGE PROTECTION INSURANCE → increase from position 15 to 10

Overall, the improvement in organic traffic allowed Chill.ie to reduce their paid search spend dramatically, with a cost saving of up to €90,000.



“

*Click from the initial pitch have delivered on their promise of delivering data driven solutions for particular SEM problems. I have found them both knowledgeable and effective in delivering results.*

*Chill Insurance*

”



## LloydsPharmacy Online Doctor

Click Consult formulated a search strategy that would help to deliver commercial results across key product areas for LloydsPharmacy Online Doctor, leading to a 144% increase in organic sessions and a 77.59% increase in organic revenue.

Founded in 2002, LloydsPharmacy Online Doctor set out to provide patients with an additional channel in which to receive care for health problems that they traditionally may have found embarrassing or inconvenient through face-to-face care. The Online Doctor team now provide a breadth of remote medical services in partnership with both the NHS and private organisations for patients across the UK.

## HOW WE HELPED

LloydsPharmacy Online Doctor approached Click Consult with the objective of increasing organic traffic and search visibility for a number of key terms for the Online Doctor brand. Having previously relied heavily on PPC advertisement to drive online traffic and sales, the team at Click Consult highlighted how organic search (SEO) would be a much more efficient and cost effective investment for their online marketing.

After a period of research and analysis, it was clear that in order to improve the performance of the identified lead terms, the emphasis of the strategy would be to enhance the backlink profile of the Online Doctor website. The strategic approach of the project was to undertake a strategic content marketing campaign to identify relevant influencers within the online pharmaceutical industry that would be interested in showcasing innovative and creative content to their audience.

## THE RESULTS

Our organic search strategy for LloydsPharmacy Online Doctor has delivered some impressive year on year results including increasing the number of page 1 terms to 36, as well as:



*From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive. We are looking forward to a successful future partnership*

*LloydsPharmacy Online Doctor*



**JULIAN CHARLES**  
SINCE 1947

Julian Charles is a luxury home furnishings retailer that prides itself on offering superb style and exceptional value, and in delivering beyond customers' expectations. Family-run for almost 65 years, the brand is now a multi-channel retailer with more than 140 stores across the UK.

Our SEO, PPC content marketing, outreach and social media teams have been collaborating since 2014 on an integrated search marketing strategy aimed at strengthening Julian Charles' search visibility, increasing high quality traffic volume and, ultimately, maximising revenue.

## HOW WE HELPED

Our SEO work focuses on improving the rankings of generic and long tail terms to drive traffic and therefore increased revenue to the site.

In February 2017 there was a Google quality update called Phantom 5, and the following month, Google released an updated version of its ‘Search Quality Evaluator’ guidelines. As a result of this, we analysed a selection of pages on the Julian Charles site to ensure that it was in-line with the Search Quality Guidelines, that content adequately fulfilled search engine users’ needs and communicated the expertise, authority and trustworthiness of the brand.

This lead to us:

- Delivering a full keyword planning document.
- Creating additional content on categories pages that was unique and specific to that category, and focused on targeted keywords.
- Revising homepage content to increase trust levels with new visitors.
- Content marketing, outreach and social media campaign
- Our #RenovateDecorateInspire campaign created a natural, high quality link building pattern to support SEO. We did this by engaging relevant, influential bloggers with a 10 page eBook developed by our content and design teams, full of tips and advice on how to transform your home at a much lower cost than having to move house.

The campaign's content encouraged bloggers to write about small changes people could make to transform the look of a room. We also provided bloggers with fact sheets to give them some inspiration and help them write the post. Our aim was to increase awareness of the Julian Charles brand, and to support Julian Charles' organic search presence for certain products and webpages.

We achieved the objective number of blog placements, each on a website with the required [Domain Authority](#) score.

The #RenovateDecorateInspire campaign was successful in improving and maintaining ranking positions for targeted keywords, raising awareness of the Julian Charles brand across social media, and supporting SEO activity.



## PPC (PAID SEARCH)

Julian Charles recognised that key dates throughout their calendar such as End of Season, Black Friday and Christmas offer great opportunities. We were tasked with applying the best possible promotion and campaign management throughout these periods and beyond, while still providing our continuous efforts for innovation and thought leadership.

### Diverse campaign types

The plan was to use an array of campaign types: Search, Remarketing (Dynamic and Image Based), Display, Dynamic Search Ads and Shopping. This diversity this meant we have been able to connect with not only their current audience base, but also new and future potential convertors resulting in growth.

Using our own in house projection tool, ProTRAX, we were able to take projections to the next level and find the most profitable points throughout the year in which to push additional revenue through. This non-linear model allowed us to expose the true potential throughout the year and pushed growth much further than a rigid, even split, budget would have.

### Thorough research

Competitor research allowed us to find opportunities with regards to what and where to target in order to gain market share. One example of this is that we were able to prepare for the “Crushed Velvet” rush ahead of the industry and position ourselves as market leaders during the Christmas period.

### Innovative strategies and methods

Below are a few successful projects we ran within the account:

- Dynamic Search ads for research only basis
- Shopping segmentation
- Shopping optimisation
- Business data and localisation
- Remarketing lists



## THE RESULTS





ABTA is the UK's largest travel association representing around 1,200 travel agents and tour operators that sell £32 billion of holidays and other travel arrangements each year. ABTA's purpose is to support and promote a thriving and sustainable travel and tourism industry.

The ABTA brand stands for support, protection and expertise. These qualities are core, as they help ensure that ABTA Members' customers travel with confidence.

## HOW WE HELPED

We were approached by ABTA with the following pitch:

"As part of the wider Travel with Confidence consumer campaign 2016/17, we want an agency to run ABTA's summer 2017 advertising campaign, using the most appropriate channels and advising throughout the campaign.

"The objective is to raise awareness of ABTA and understanding of what we do amongst 18-35 year olds. We also want to promote booking holidays with an ABTA Member.

"The campaign theme is fraud and the main message is to Be Smart. Book with an ABTA travel company. We have all the necessary creative already in place and do not require any new creative.

The creative is a mix of video content that was initially created for Facebook, Twitter and YouTube and will work well for the target market."

We accepted the challenge and outlined a strategy that we felt would deliver the best possible results and tick the four main goals of:

- Reach 18 – 35 year olds
- Encouraging users to book through an ABTA member
- Increase understanding of what ABTA is
- Fulfil the KPI of garnering the greatest possible social reach

We know that by encompassing paid ads and sponsored or promoted posts, social media advertising can be used to send traffic to your profile pages or website. They are often used by businesses to create an initial buzz around content or to generate awareness of a brand or product and can prove very profitable.



We initiated both the ‘Stop Sickness Scams’ and the ‘Travel with Confidence’ campaigns independently and knew that we had to adhere to a wide range of targets across a very strict timeline if we were to garner results as a whole. We needed to ensure that the campaign would run from 21 June until 29 September and that the objectives below were met. For this we had to make sure that the campaign was fluid as new messaging (and assets) were developed and introduced at various stages.

We therefore took the following four step approach to generate the results and monitor performance of the overall campaign:

1. We reviewed demographics and behavioural targeting best suited to the client brief, which included age buckets, household income, recently travelled and segmented by location.
2. We recommended and made use of other social platforms including Instagram and also added Display Advertising for the Stop Sickness Scams campaign to maximise reach.
3. For the Stop Sickness Scams campaign, we recommended and implemented Bumper Ads, which saw an 89% view to 100% rate following on from the strong engagement with standard YouTube ads for the Travel with Confidence Campaign
4. We continually reviewed performance to reallocate budget to better performing audience segments and platforms such as maximising spend on YouTube and for Display.

The messages and ads had to change throughout the phases of the campaign:

- Pre-holiday
- Holiday
- Post-holiday

We also had to get ABTA Members to support the campaign through their social channels. The campaign measurements were as follows:

### **Primary**

- Impressions / awareness of specific advertising benchmarked against last year’s numbers.
- Engagement on social media channels (benchmarked against last year’s numbers)
- Increase views to 100% on YouTube
- Increase visibility through Facebook Impressions

### **Secondary**

- Number of Members supporting the campaign/using the brand toolkit.
- After taking the predefined objectives from the client we set about creating adverts on all of the platforms that ABTA had identified and built them with the appropriate text, artwork, links and campaign titles.

Working with a fluid total budget, meant that we could move budget around the social channels that were performing best.

## THE RESULTS

ABTA wanted to use the following platforms for their campaign as these were the areas that they felt would garner the largest engagement: YouTube, Facebook, Instagram, and Twitter. The results of the ‘Travel with Confidence’ campaign were fantastic and the exposure gained:

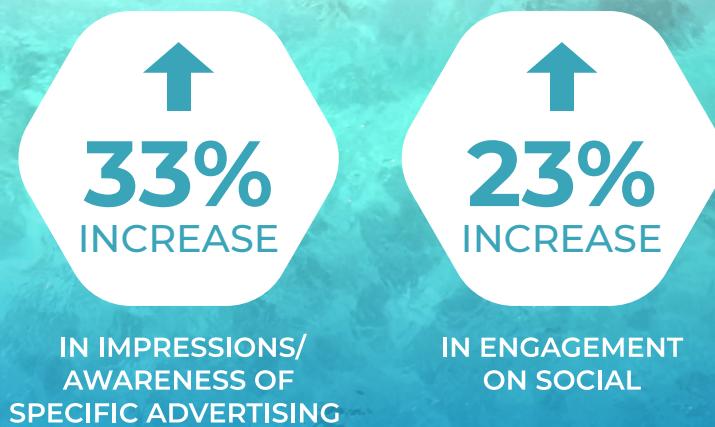
Facebook	738,218 unique users
Instagram	625,338 unique users
Twitter	524,894 impressions
YouTube	652,268 unique users

For the ‘Stop Sickness Scams’; campaign we recommended and used Facebook, Instagram, Twitter, YouTube, AdWords Display & Programmatic Display ads. The reach for those posts was as follows:

Facebook	2,445,413 unique users
Instagram	216,538 unique users
Twitter	390,565 impressions
YouTube	2,292,592 unique users

### Results v Primary Objectives

- Increase views to 100% on YouTube – Compared to the previous campaign the 100% view rates has increased from 20.29% to 41.99% – doubling the effectiveness
- Increase visibility through Facebook impressions Vs previous agencies campaign:
- Previous Agency – Mar 17: 128,519 impressions
- Click Consult – July 17: 4,260,668 impressions (3215% Increase)



“

*From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas.*

”

ABTA