



CLICKCONSULT®

CASE STUDIES,  
CREATIVE EXAMPLES  
& WHAT OUR  
CLIENTS SAY ABOUT US

OUR APPROACH IS ETHICAL,  
OUR STRATEGIES ARE  
BESPOKE, OUR TACTICS  
ARE TRANSPARENT & WE  
UNDERSTAND THAT SUCCESS  
ONLY HAPPENS BY ENGAGING  
BOTH MAN & MACHINE

# CONTENTS

|               |  |           |
|---------------|--|-----------|
| <b>1.0 //</b> | <b>Case studies</b>                            | <b>04</b> |
|               | <i>- Organic Search (SEO)</i>                  |           |
|               | <i>- Content Marketing - Outreach Campaign</i> |           |
|               | <i>- Paid Search (PPC)</i>                     |           |
|               | <i>- Conversion Rate Optimisation (CRO)</i>    |           |
|               | <i>- Reputation Management</i>                 |           |
| <b>2.0 //</b> | <b>Examples of client creatives</b>            | <b>50</b> |
| <b>3.0 //</b> | <b>What our clients say about us</b>           | <b>65</b> |

# ORGANIC SEARCH (SEO)

# OXFAM

[Watch the short film](#)

Consistently shortlisted and presented with a Drum Search Award, Click Consult's 'Bloggers Against Poverty' campaign provided the worldwide charity brand not only results but a community committed to spreading their message

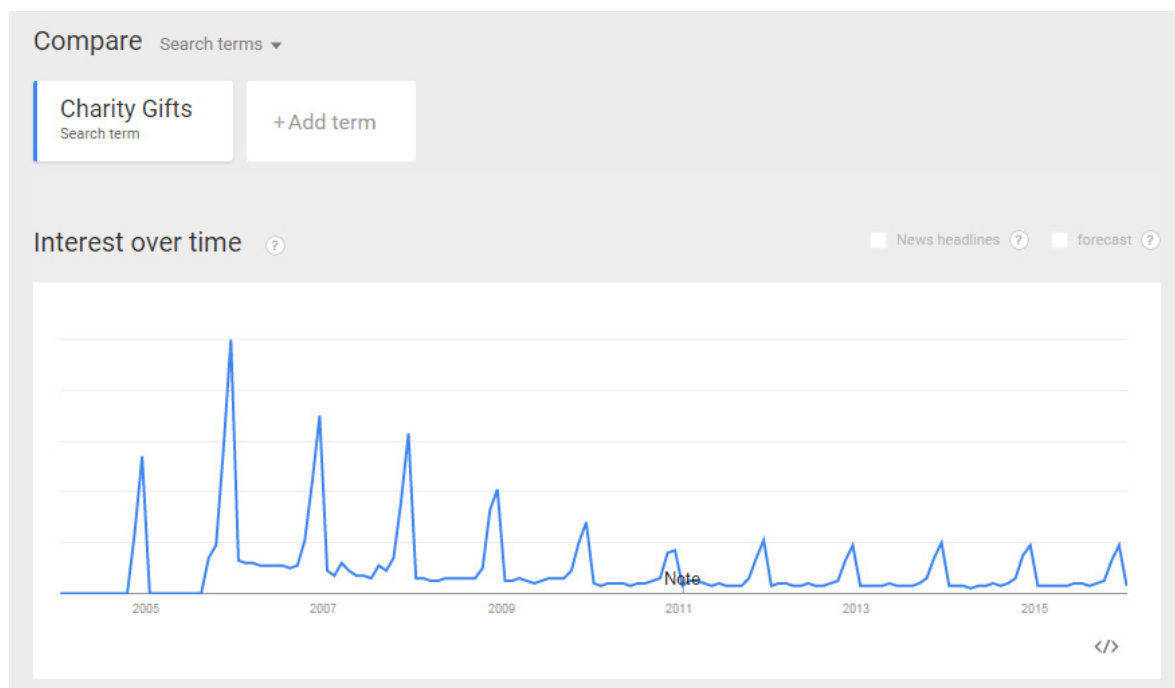
## ABOUT OXFAM UNWRAPPED

Oxfam's purpose is to help with the creation of lasting solutions to the injustice of poverty. Part of a global movement for change, they 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.

## BLOGGERS AGAINST POVERTY

The award came as a result of Click Consult's mixture of multimedia asset creation as well as the provocation and harnessing of the existing empathy with and genuine good feeling for Oxfam as a charity brand. Though the peak interest in the charitable gift idea had long since passed, we felt that the same spirit expressed during its highest peak in 2006 could well be recaptured through implementation of a bespoke and dynamic content marketing campaign.



In order to achieve the desired results, the campaign objectives were set as:

- Increasing brand awareness across demographics.
- Positively impacting page rankings across the whole 'Unwrapped UK' site area.
- Increasing the organic rankings for the vital 'Charity Gifts' search term.
- Creating natural, high quality and shareable content.
- Creating a campaign which empowered bloggers, making them want to be part of it.

Increasing brand awareness was achieved in a variety of ways – each of which was nested and interlinked with all of the other areas of the campaign's aims – from outreach to and conversation with bloggers carried out on social media, to the creation of a bespoke 'badge' to generate links and the creation and distribution of high-definition, high quality images and informative fact-sheets to encourage the active participation of existing and newly fostered blogger communities.

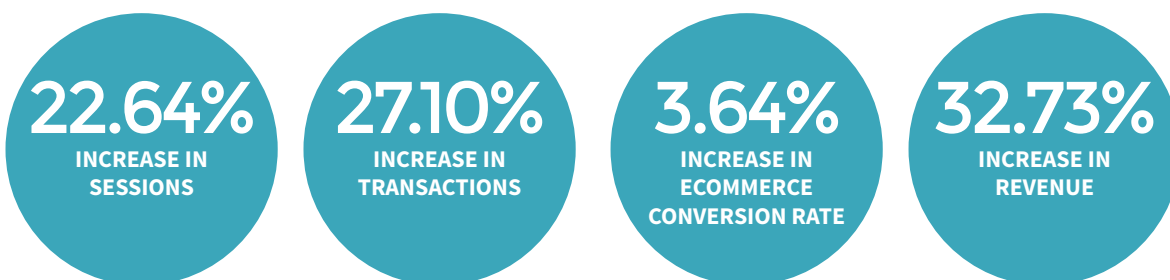
As Oxfam is a globally recognised brand, assets needed to be not only of great quality, unique and compelling, but also able to blend seamlessly with existing Oxfam assets and branding strategies. It also had to be dynamic enough to be regularly updated in order to take advantage of and build upon pre-existing seasonal peaks in traffic and sentiment.

The effort was not only in seeking to build an outreach campaign, but also a community – we knew that the best results possible were always more likely to be achieved by appealing to, harnessing and directing the goodwill Oxfam has accrued throughout their 80+ years of existence, and then directing it into this struggling area of their site, thereby enabling participating bloggers to wear their support of the campaign with pride using unique visual assets and by remaining open to any dialogue with bloggers that needed information or assets, ensuring that they were getting the right message to the right people.

It is for this reason that the campaign was awarded The Drum Search Award for 'Best Charity/ Not for Profit Campaign', but also the reason for the fantastic results achieved overall.

## THE RESULTS

In addition to fantastic placements across the web, the following stand out results also contributed to the award win:



# LLOYDSPHARMACY

## ONLINE DOCTOR

[Watch the short film](#)

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.

### BACKGROUND

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 of found embarrassing or inconvenient through face-to-face care.

WHAT WE DID | ORGANIC SEARCH (SEO)

### 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 blogger, social and PR outreach to identify relevant influencers within the online pharmaceutical industry that would be interested in showcasing innovative and creative content to their audience.

### THE RESULTS

144%

INCREASE  
IN ORGANIC  
SESSIONS

43%

INCREASE  
IN OVERALL  
SESSIONS

77.59%

INCREASE  
IN ORGANIC  
REVENUE

17%

INCREASE  
IN ONLINE  
REVENUE



NORTHERN  
E-COMMERCE  
AWARDS 2016  
WINNER



# CHILL INSURANCE

[Watch the short film](#)

We helped this Irish insurance broker appear in position 1 on Google.ie for their most valuable keyword

## BACKGROUND

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

WHAT WE DID | ORGANIC SEARCH (SEO)

## 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 long tail keywords 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. The header features the Chill Insurance logo with the tagline 'WE'LL TAKE IT FROM HERE' and the phone number '1890 30 20 20'. A navigation menu includes 'HOME', 'PRODUCTS', 'INSURERS', 'COMPANY', 'BLOG', and 'CUSTOMER CARE'. The main content area is titled 'Home Insurance Questions Answered' with a sub-section 'FREQUENTLY ASKED QUESTIONS'. Three questions are listed: 'Do I need home insurance?', 'What do you actually mean by contents?', and 'How can I work out the right building cover for my home?'. A sidebar on the right contains a 'GET A QUOTE' button, a 'Home INSURANCE' section with a house icon, and a grid of links for 'FAQ'S', 'DOCUMENTS', 'HOME USEFUL NUMBERS', and 'HOME INSURANCE QUOTES'. Below the sidebar is a photograph of a dining table set for a meal.

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 link building 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.

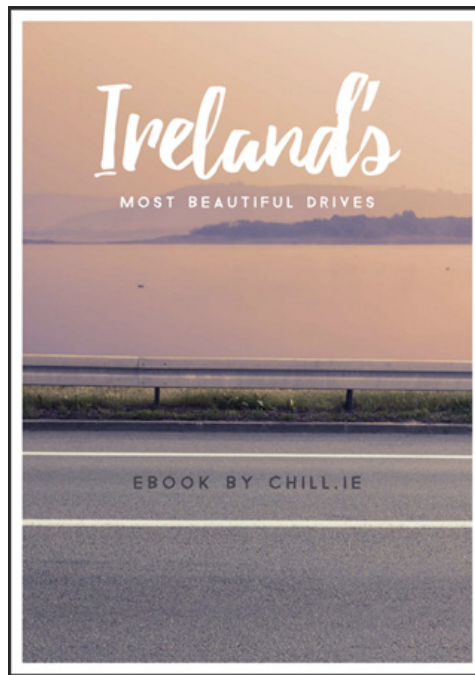
The quotations in the form of driving tips were gathered and, if the blogger wished, these were placed within a bespoke campaign image for social sharing and blog visuals, along with the eBook. Bloggers, who gave tips regarding Irish drives and locations, had their quotations added to the bespoke campaign 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.

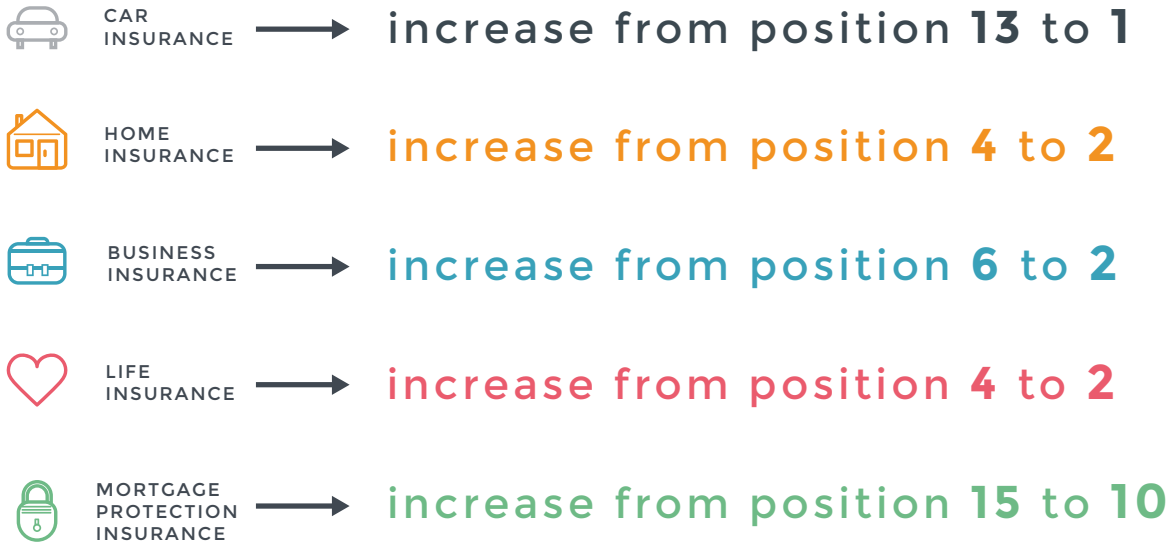
We gave the bloggers some social amplification help on how to attach the eBook to gain links correctly and get them to share on social media for reporting.

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



## SESSIONS & CONVERSIONS



\*December 2014 - August 2015

## CONTINUING OUR SUCCESS

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**.

# ABTA

Our team of organic search experts designed and implemented a bespoke strategy leading to major gains across the board for the UK's travel and trade association

## BACKGROUND

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.

WHAT WE DID | ORGANIC SEARCH (SEO)

## HOW WE HELPED

ABTA approached Click Consult in September 2014 with the goal of increasing organic traffic across devices and platforms, improving positioning in SERPs for selected keywords, and increasing conversion in the form of 'enquiries' on-site through technical SEO consultation.

Using a combination of industry leading and [in-house tools](#), our team of organic search specialists were able to assess all areas of ABTA's site. Then, following detailed research, we provided a tailored [technical on-page SEO strategy](#) to resolve existing problems with site coding and move ABTA forward with its organic search ambitions.

## THE RESULTS

33.8%

INCREASE  
IN OVERALL  
SESSIONS

42.2%

INCREASE  
IN ORGANIC  
SESSIONS

47.7%

INCREASE IN  
MOBILE  
SESSIONS

497.3%

INCREASE IN  
ORGANIC MOBILE  
SESSIONS

62%

INCREASE IN  
CONVERSIONS

# VICTORIA PLUM

Looking to increase organic visibility and revenue, Victoria Plum approached Click Consult. By adopting a versatile, data-driven and creative approach, Click ensured a leads kept on coming, growing their business organically

## BACKGROUND

Established in 1999 and part of the Walker Group (owner of MFI Group and other furniture businesses), Victoria Plum began trading in 2001 as a business dealing, specifically online, in bathroom furniture. Despite having no showrooms, a bold move for the time, the company was valued at £150 million by 2013. In 2015, they dropped the 'b' from the brand name and added 'Your Home' as a logo strapline for the business – announcing that they would begin broadening their range of furnishings, beginning with the bedroom.

WHAT WE DID | ORGANIC SEARCH (SEO)



## HOW WE HELPED

Through use of new content, PR outreach and technical SEO, Click was able to contribute extensively to Victoria Plum's online brand. The mix of content creation, outreach and technical SEO optimisation was able to deliver great things in terms of visibility and revenue – eventually ending with a range of exceptional results.

## THE RESULTS

300%

INCREASE IN  
ORGANIC TRAFFIC

238%

INCREASE IN MOBILE  
REVENUE

41.67%

INCREASE IN PAGE  
ONE KEYWORDS

214.29%

INCREASE IN  
ORGANIC REVENUE

CONTENT MARKETING  
OUTREACH CAMPAIGN



# CHILL INSURANCE

Building on the success of previous endeavours, Click Consult and Chill.ie asked bloggers for a tour of the Republic of Ireland's most beautiful drives for a bespoke eBook aimed at creating links and raising visibility

## ABOUT CHILL INSURANCE

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

### WHAT WE DID | OUTREACH CAMPAIGN

## IRISH DRIVES

This link building campaign targeted driving, lifestyle and family bloggers, finding out their favourite driving routes in Ireland with the intention of compiling a magazine style eBook. From the dialogue, collaborative posts were gathered and enthusiasm to be part of the campaign was fostered.

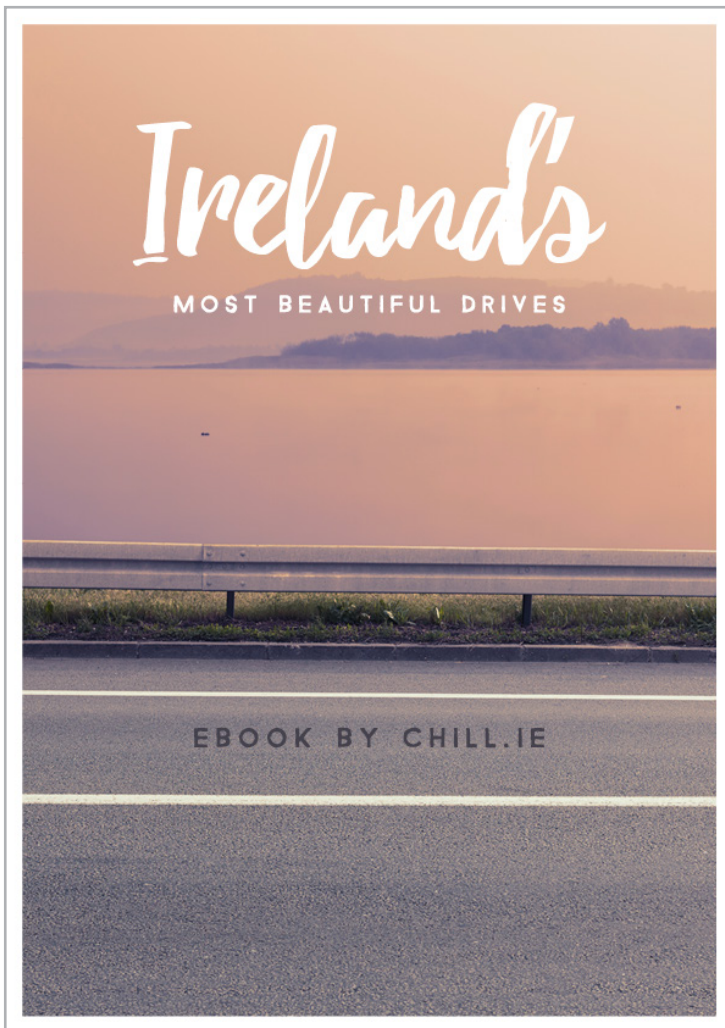
Bloggers, those who gave tips about Irish drives and locations, had their quotations added to the bespoke campaign eBook. We also offered a specially designed blogger badge to add to participating blogs, letting their audience know that the eBook was coming.

The bloggers featured in the eBook were then asked to write a post featuring link to the Chill Insurance website and as well as a link to the eBook download.

The bloggers were provided with some social amplification help – as to how to attach the eBook, to gain links correctly, and to share on social media for reporting.

High DA (Domain Authority) driving, lifestyle, and family bloggers were identified for this campaign, resulting in a high-level link building pattern supporting Chill Insurance's online visibility.

As bloggers were engaged with, and a partnership approach was developed, the posts are therefore entirely natural and the bloggers' own ideas form strong material to endorse the brand.







# MAIDEN VOYAGE

TRAVEL FOR 20SOMETHINGS

start at the top  
**HOME**
who am i?  
**ABOUT**
my adventures  
**WHERE I'VE BEEN**
who i like  
**RESOURCES**
get in touch  
**CONTACT**
get noticed  
**ADVERTISE/PR**

## MY THREE BEST DRIVING HOLIDAYS IN IRELAND

by ADMIN on MARCH 12, 2016 0 COMMENTS

If you are thinking of taking a driving holiday and don't wish to be bored rigid by endless miles of motorway driving, then I'll let you in on a little secret. With an Atlantic coastline of 2,500 km and countless inroads, Ireland is a spectacular place in which to enjoy a proper driving holiday. The beauty of being in charge of your own itinerary is that you control the time spent in the car and more importantly where to stay and for how long. Whether you intend to bring your own vehicle or fly and hire the opportunities to explore are limitless. Let us look at 3 tours that take in the rugged coastline and magical interior of Ireland.



The Wild Atlantic Way stretches from Donegal in the north down to Cork in the southwest for some 2,500km. Recently a group of dedicated drivers got together and took it on completing it in seven days. The Republic Club of Ireland and invited business guests set off from County Donegal with a

### WELCOME!



I'm Josh. A 26 year old Canadian travel ninja and Blogger/nator I quit my desk job 3 years ago and have been on the trails to over 30 countries and 5 continents since. Stop daydreaming. Get off the couch. I'm here to help you embark on your own maiden voyage!

### SUBSCRIBE







- 01
Driving License Tests
›
03
- 02
Driving Class
›
04



Home > Driving > Driving safely, whatever the weather

DRIVING

## Driving safely, whatever the weather

By *Stuart Masson* - Apr 3, 2016



**GOURMET GRAZING** RECIPES REVIEWS FEATURES GOURMET GOSSIP GOURMET TRAVEL WORK WITH ME ABOUT CONTACT

GOURMET TRAVEL FEATURES

# IRELAND'S BEAUTIFUL DRIVES EBOOK

BY NIAMH O'SPROUL-WESLEY

recently contributed to Chill Insurance's latest ebook, Ireland's Most Beautiful Drives. Anyone who knows me will know how much I adore the Irish countryside and my favourite destination has to be Achill Island in County Mayo. Achill Island is one part of the famous Wild Atlantic Way, and is one of the most scenic destinations in Ireland with an abundance of blue flag beaches, excellent local seafood and quaint villages.

0 SHARE

0 COMMENT

7 LOVED

**LOOKING FOR SOMETHING?**

- Recipes >
- Reviews >
- Features >
- Gourmet Gossip >
- Gourmet Travel >

## CAMPAIGN METRICS SUMMARY

- The campaign social posts from Chill Insurance, featured Bloggers and anyone who has shared their posts reached 1 million impressions.
- There was 181 mentions to Chill Insurance, including retweets, with 49% coming from the USA (this was due to retweet of blogger "go book yourself" having a lot of American interaction as you can see in the conversation map. 25% Ireland, 13% UK and 4% Canada and Australia.
- 32% of social posts had a positive sentiment (compared to 1% for negative) showing the success and excitement of the campaign.
- 128 retweets on Twitter overall, with 45% having a large amount of followers (1,000+), 73% being female.



# ADJUSTAMATIC BEDS

For this eBook campaign, we used a combination of blogger outreach, creative design and social amplification to boost Adjustamatic's backlink profile and support its online visibility

## LIVING AND SLEEPING WITH ARTHRITIS

BY ADJUSTAMATIC BEDS

### ABOUT ADJUSTAMATIC BEDS

Adjustamatic Beds is a leading provider of orthopaedic adjustable beds and reclining massage reclining chairs. The company's products are proven to help with a variety of symptoms associated with medical conditions and disabilities.

#### WHAT WE DID | OUTREACH CAMPAIGN

### LIVING AND SLEEPING WITH ARTHRITIS

There are 10 million sufferers of arthritis in Britain – a condition affecting Adjustamatic's audience and customer base. Therefore an eBook was designed to raise awareness of this important issue, containing blogger insights, tips and advice on living and sleeping with the condition.

The content was produced in collaboration with targeted health and lifestyle bloggers, who were engaged by our Outreach team and encouraged to share their tips for living with and sleeping with arthritis.

The bloggers were encouraged to write blog posts about living with arthritis, featuring the eBook and link to Adjustamatic's website, and to amplify the reach of the content through social media exposure, supported by visual assets created by our design team.

As a partnership was developed with the bloggers involved, the posts were natural and the bloggers' own ideas formed strong material to endorse the brand.



## RAISING AWARENESS

There is no getting away from the fact that living with arthritis can be difficult, but there's plenty of support out there for you to take advantage of. As well as reaching out to your doctor for treatment and lifestyle advice, you can get online to find out how other sufferers are coping with their condition. To highlight this, here are some handy blogger tips and insights:



VICTORIA

[thecurvedopinion.com](http://thecurvedopinion.com)

"Do not be afraid to ask for help when you need it. Some days will be good, some days will be bad; but having family/friends there to offer help and support when you need it is invaluable. Be realistic about what you can accomplish and if you realise you need help with something, ask."



KITTY

[adventuresofariotgrrrl.com](http://adventuresofariotgrrrl.com)

"The biggest difference in my great Aunt Mary's life was her bed! Not just any bed but one that allowed her to feel comfortable when her joints wouldn't allow her to move. Adjustable beds can make a dramatic difference enabling her to move the bed up when she couldn't just sit up or lift her feet when she needed more circulation to them."



SAM

[testingtimeblog.com](http://testingtimeblog.com)

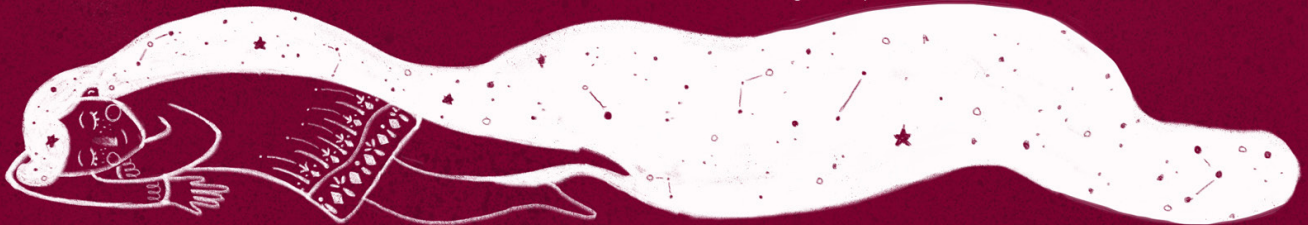
"The most important thing I can advise is try to relax as much as possible before you sleep. Switch off as the more tension you have before bed, means the more pain you will have through the night. Don't spend ages doing your hair before bed, try to wash in the mornings so it's dry at night so you can pop your clothing on and slip into bed, read for a little bit and you should fall straight to sleep."



SHELL

[shelllouisie.co.uk](http://shelllouisie.co.uk)

Shell talked to her mum, who has Arthritis and refuses to give in: "She kept on walking as much as possible because she didn't want it to beat her and I think she's done wonderfully to only have needed to have the wheelchair for the last few years. Her tip for living with arthritis is to exercise as much as you can, but know your limits."





CHARLI

[charlib.co.uk](http://charlib.co.uk)

"Encourage them to do daily activities like mild exercises to help ease joint stiffness - Swimming is a great activity for this!"



JENNA

[abalancedbelly.co.uk](http://abalancedbelly.co.uk)

"My top tip for sleeping with Arthritis is to download yourself one of the many apps designed to help with the art of relaxing. I use the Calm app. Simply select your favourite relaxing sound, chose a guided meditation and then pop your earphones in! There's also special meditation programme designed for improving sleep."

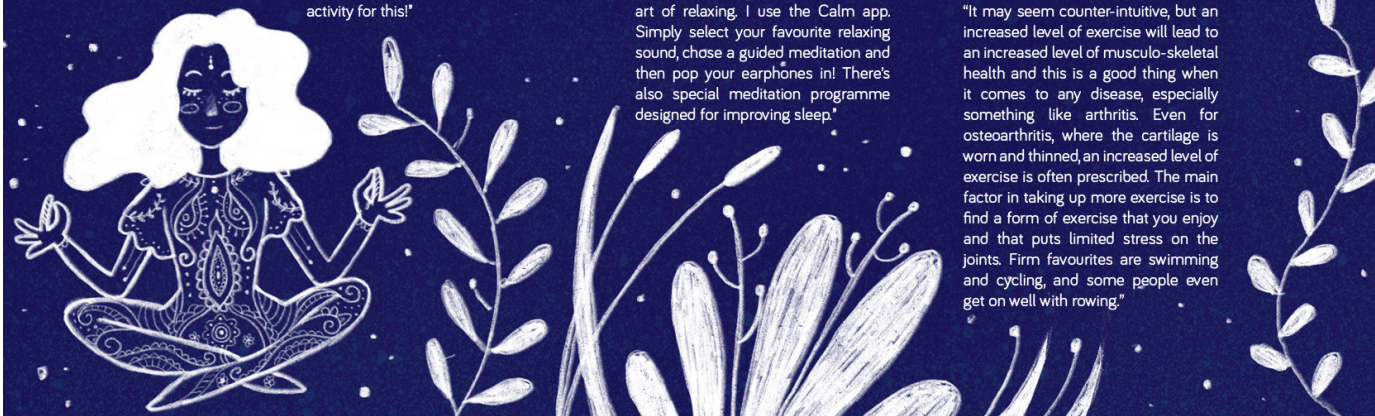


VLADIMIR

[stylishlondonliving.co.uk](http://stylishlondonliving.co.uk)

Micaela's Husband, Vlad, is an Osteopath and has this tip:

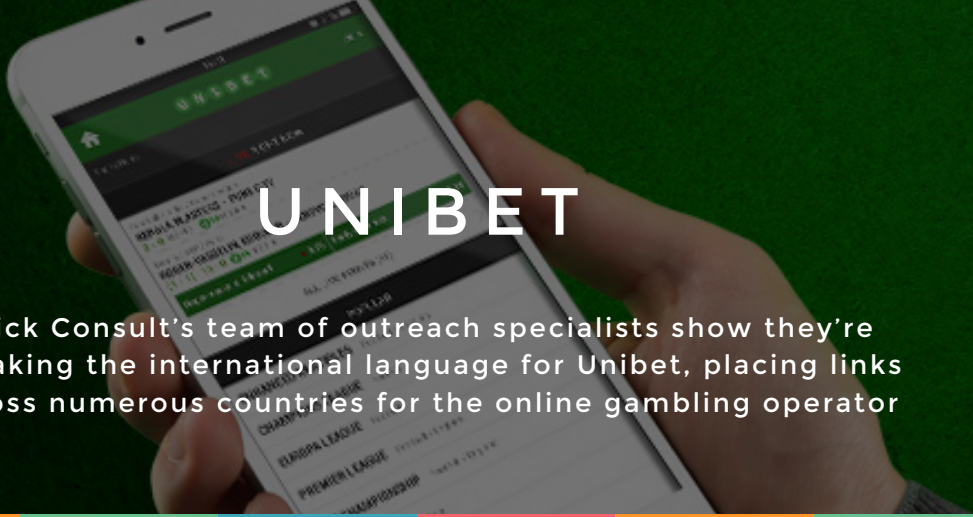
"It may seem counter-intuitive, but an increased level of exercise will lead to an increased level of musculo-skeletal health and this is a good thing when it comes to any disease, especially something like arthritis. Even for osteoarthritis, where the cartilage is worn and thinned, an increased level of exercise is often prescribed. The main factor in taking up more exercise is to find a form of exercise that you enjoy and that puts limited stress on the joints. Firm favourites are swimming and cycling, and some people even get on well with rowing."



Download the eBook: [Living & Sleeping With Arthritis](#)

## THE RESULTS

Our outreach campaign resulted in a high level link building pattern supporting Adjustamatic's backlink profile and online visibility. A number of new links were created as a result of the campaign, each with a strong Domain Authority. Social posts around the campaign reached 178,000 impressions



# UNIBET

Click Consult's team of outreach specialists show they're speaking the international language for Unibet, placing links across numerous countries for the online gambling operator

## BACKGROUND

Founded in 1997, Unibet are a multi-award winning online gambling operator with over 10 million customers in over 100 countries making them one of the largest companies in their industry world wide, offering games that cover the full gamut of online gambling from poker to bingo.

WHAT WE DID | OUTREACH CAMPAIGN

## HOW WE HELPED

Unibet approached Click Consult to take advantage of a unique and growing European presence, looking to partner with an agency that could provide results and develop a European link profile that suited their reputation.

Utilising a network of multilingual European contacts developed and maintained over many years, Click Consult were able to place links with publishers across Europe to increase Unibet's continental standing and elevate its position in Google search rankings.



# PAID SEARCH (PPC)





# TRUPRINT

[Watch the short film](#)

Get the full picture about our PPC campaign for the photo-printing specialists, and a snapshot of the exceptional results achieved in terms of conversion rate, revenue and ROI.

## BACKGROUND

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

WHAT WE DID | PAID SEARCH (PPC)

## 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 Campaign as well as launching Bing Shopping and dynamic remarketing.

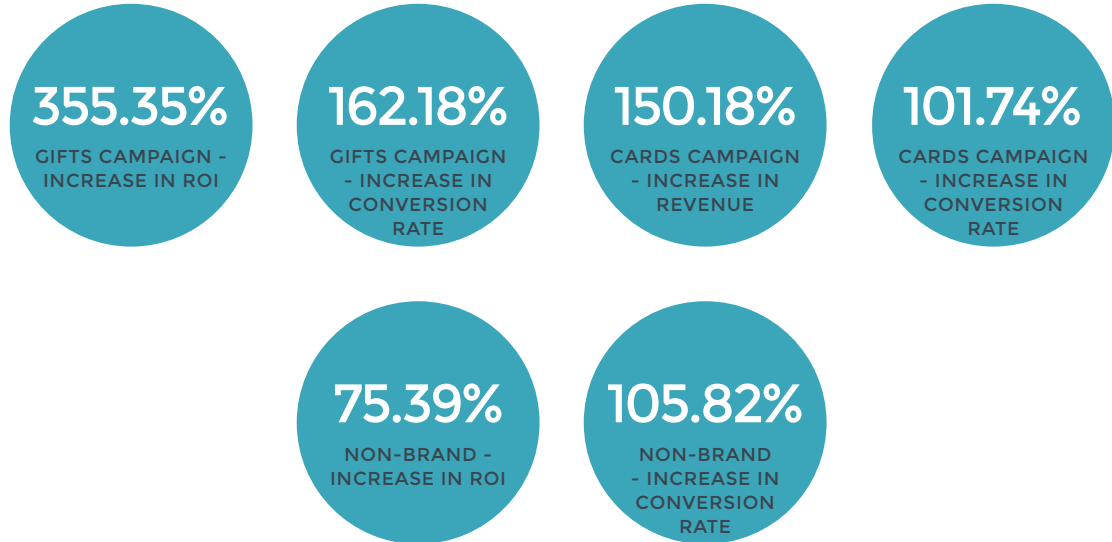
Our Premier Google Partner Status has allowed us to whitelist Truprint for a range of exclusive Google beta features that have had a significant impact and placed Truprint a step ahead of their competitors for when these features go, or have gone, live.

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 has seen the following year-on-year increases:



In addition, 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**

“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**



# BOOHOO

Discover how our innovative PPC campaign more than doubled ROI for one of the UK's leading fashion brands.

## BACKGROUND

Since launching in 2006, the in-house design team has consistently created directional collections which not only combine incredible value but also cutting edge style. Hundreds of new pieces are uploaded weekly, along with stylists' recommendations, all available with next day and international delivery, bringing the latest fashion direct to the customers' door. They now supply to customers in over 100 countries worldwide.

Boohoo has been recognised by top consumer titles Reveal, Heat and Cosmopolitan magazines in their annual shopping awards and receive editorial support from many of the leading fashion titles.

## WHAT WE DID | PAID SEARCH (PPC)



## HOW WE HELPED

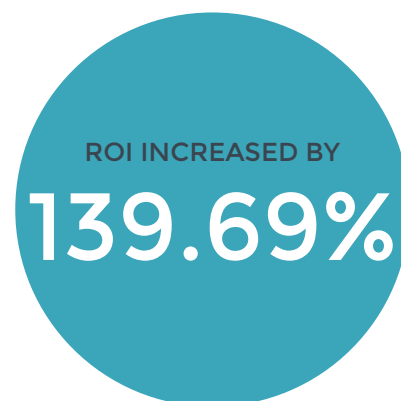
Boohoo came to us after running PPC for 18 months and seeing indifferent results - at the time their PPC revenue had fallen by 26% YOY. They knew their offering was strong but were unable to replicate the strong results their competitors were experiencing from their PPC traffic. What they needed was simple: an improvement in ROI and to demonstrate consistent revenue growth to move towards being a dominant force in the industry.

We began with a full audit of the account, tightening up the structure and focussing our targeting on the terms we knew were highly likely to result in a sale. We then started to build the account back up, building everything in an extremely tight structure that was conducive to improving quality score and increased relevancy between search term, keyword, ad, and landing page. As Boohoo's business grew, our strategies adapted. We expanded the accounts to cover Menswear, Plus Size, Petite, and Gymwear ranges as they were introduced over the years. We also extended the campaigns internationally as Boohoo's reach increased.

We consistently saw very strong growth in both revenue and ROI. High level analysis facilitated strategic use of budget. We looked at attribution modelling to set separate targets for high assisting keywords. We also analysed the effects of different free delivery thresholds on average basket values to help determine the optimum threshold. We utilised mathematical models to determine bid adjustments for day parting, location, device, and RLSA. Our sole focus was always on increasing the profitability, and we constantly tested different ROIs, and the resultant revenue to determine which levels maximised profit and ultimately increased market share.

After three years management the non-brand revenue was over 16 times higher, with ROI more than doubling.

## THE RESULTS



# ACT-ON

With the given target of reducing cost per click and cost per acquisition while increasing visibility and conversions, our PPC campaigns are achieving all this and more for Act-On

## BACKGROUND

Act-On is a software-as-a-service product aimed at the automation of B2B and B2C marketing campaigns. It includes tools which make marketing quicker and simpler, reducing the labour and time intensiveness of landing-pages, lead management, social media prospecting, CRM integration, email marketing, webinar management and analytics among other things.

Act-On pushes the boundaries of marketing automation, delivering a Twitter Prospector in 2010, a responsive email composer and a mobile app in 2014, a Google Chrome application ('Act-On Anywhere') which allows users access to data and functionality across all web browsers in 2015, as well as many more innovations.

WHAT WE DID | PAID SEARCH (PPC)

## HOW WE HELPED

Oxford Open Learning approached Click Consult in January 2015 looking to increase its visibility on Google for industry relevant keywords, its traffic and its conversions (which represent contact form submissions).

Using our in-house [TRAX technologies](#), our team of organic search specialists have been able to create a robust, bespoke campaign ranging from solid technical on-page SEO to a successful series of Slideshare posts to not only maximise existing resources but create new areas for engagement and interaction with the brand enabling them to usher in a new era in their online strategy.

## THE RESULTS

2.3%

REDUCTION  
IN COST PER  
ACQUISITION

50.3%

REDUCTION IN  
COST PER  
CLICK

55.9%

INCREASE IN  
CONVERSIONS

206.6%

INCREASE IN  
CLICKS

# VIRGIN BALLOONS



Helping the UK's largest passenger hot-air balloon carrier to target specific geographical locations through online advertising

## BACKGROUND

Virgin Balloon Flights is the largest passenger carrying balloon provider in the UK, with over 100 launch sites across England, Scotland and Wales. The roots of the business were set in 1987, when founder of the Virgin Group, Sir Richard Branson, flew across the Atlantic in a hot-air balloon. Virgin Balloon Flights now flies more than 30,000 people a year in its fleet of balloons.

WHAT WE DID | PAID SEARCH (PPC)

## HOW WE HELPED

We began a series of location-based campaigns where the ads contained county/city/region related keywords in accordance with their launch sites. However, we also suggested that Virgin Balloons should target more generic keywords through paid search, so we also began campaigns based on brand and non-brand search terms. In addition, we started to monitor Virgin Balloon's competitors to see whether we could react to any of their latest campaigns and offers by promoting the Virgin brand through paid search simultaneously.

Furthermore, we began a Remarketing campaign, whereby our adverts could target those users who have previously visited the Virgin Balloons site whilst they are surfing elsewhere on the web. Also, we rolled out a Product Listing campaign, which enabled us to increase the company's brand exposure and improve their search market share with two engaging adverts.

## THE RESULTS

50%

INCREASE IN  
TRANSACTIONS

60%

AVERAGE  
INCREASE IN  
REVENUE

31%

INCREASE IN  
AVERAGE R.O.I.

# ADJUSTAMATIC BEDS

How we're offering this paid search (PPC) client the best in cost per lead performance and helping their ROI on digital marketing grow exponentially

## BACKGROUND

Adjustmatic Beds is a leading provider of orthopaedic adjustable beds and massaging reclining chairs. The company's products are proven to help with a variety of symptoms associated with medical conditions and disabilities, including arthritis, sciatica, back pain, varicose veins, and reduced blood circulation, and all of its products meet UK and European Quality Standards. Part of the NHC Group, Adjustmatic Beds has been trading for over 50 years.

WHAT WE DID | PAID SEARCH (PPC)

## HOW WE HELPED

Since we started working with Adjustmatic Beds in April 2013, we have continuously focused on driving the volume of leads whilst reducing cost per lead. In terms of paid search (PPC), this includes:

- Expanding across other profitable channels as well as Google
- Expanding and refining targeting to capture more market share
- Increasing brand awareness at a profitable rate

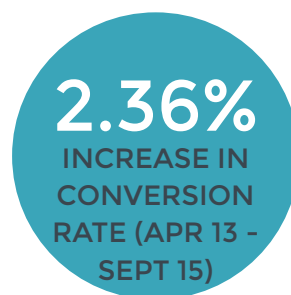


“CLICK HAVE REALLY STEPPED UP TO THE PLATE WHEN IT COMES TO PERFORMANCE MARKETING, THEIR TENACITY AND DESIRE TO HELP US AS A COMPANY IMPROVE IS SECOND TO NONE. THEY’RE ALWAYS OFFERING UP THE BEST IN COST PER LEAD PERFORMANCE, WHICH IS SEEING OUR ROI ON DIGITAL MARKETING GROW EXPONENTIALLY AS OUR RELATIONSHIP GOES ON. BRILLIANT PROJECT PLANNERS, SUPERB PROJECT DELIVERY AND RESULTS TO BOOT, WHAT MORE COULD YOU ASK FOR?”

Adjustamatic Beds

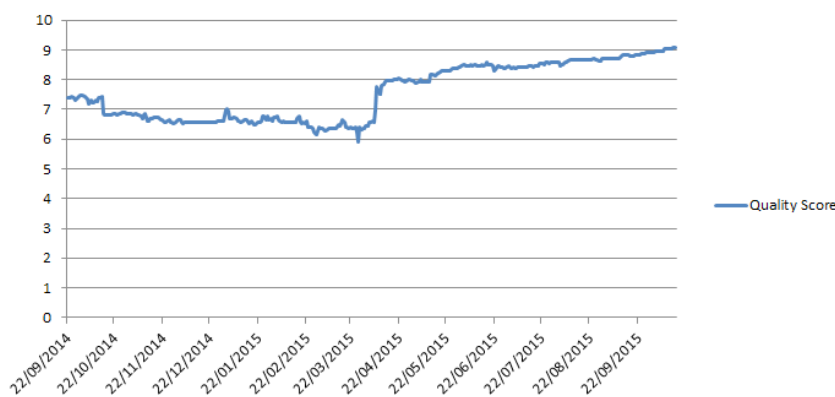
## THE RESULTS

Our paid search strategy has produced some impressive year-on-year results (2014/15):



## THE RESULTS

Our AdWords account for Adjustamatic Beds has been awarded a Quality Score of 9+. Quality Score is Google’s rating of the quality and relevance of both your keywords and PPC ads, and used to calculate ad rank (maximum bid x Quality Score). It is rare to achieve such a high score, which puts us in a stronger position than ever going forward.



How we improved our Quality Score for Adjustamatic over a year





# CHUMS

A campaign that narrowed focus and broadened appeal, utilising the full gamut of available paid search channels sent fantastic results, express delivery, to the independent mail order company

## BACKGROUND

Chums is a mail order company with 30 years of experience, they provide quality clothing and furnishings at fantastic prices. With their customer base firmly at the heart of their business strategy, they are proud of the fact that some of their first customers are still buying 30 years later.

With wide ranges of men's and women's clothing on offer, and the recent addition of furnishings for the home and garden, Chums are a company that diversify according to the needs and desires of its customer base, often bringing in ranges at the request of their customers.

WHAT WE DID | PAID SEARCH (PPC)


## HOW WE HELPED

Chums approached Click Consult in January 2014, looking to increase the return on their paid search investment. Following our own, industry leading research process and utilising a suite of in-house developed [technologies](#), Click Consult identified gaps in competitor strategies, diversified targeted longtail keywords and increased customer relevance to push transactions and revenue through the roof.

## THE RESULTS

**100.3%**  
INCREASE IN  
TRANSACTIONS

**93.4%**  
INCREASE IN  
REVENUE



# DENBY

When Denby asked how we could help grow their brand, we had to admit we were pot-ty about PPC and that it could really add a glaze to their company revenue

## BACKGROUND

Established in 1809 on the estate of William Drury-Lowe as a manufacturer of stoneware bottles, the Denby pottery has operated from Denby since 1834 where they produced a minimum of 25 tons of workable clay each day. The company has been producing quality kitchenware since the 1870s.

Since the turn of the century, Denby has expanded its range of manufactured materials to include glass and metal (cutlery and cooking utensils). It has also introduced a number of fine dining ranges in both china and porcelain.

WHAT WE DID | PAID SEARCH (PPC)

## HOW WE HELPED

When Denby first became a client, there was little to suggest that big things could be achieved with improvements to the manner in which their paid search campaigns were executed, yet through determined application of industry best practice by Click Consult (one of the first agencies in the UK to offer a paid search service to clients), they were able to rack up more than just plates for the four years during which they continued to gladly renew their contract.

## THE RESULTS

**65.6%**

INCREASE IN  
AVERAGE NUMBER  
OF IMPRESSIONS

**100%**

INCREASE IN  
REVENUE

**300%**

INCREASE IN  
AVERAGE AD  
POSITION

**73.9%**

INCREASE IN ROI



# JACADA TRAVEL

We drove up the value of leads that Jacada Travel obtained from paid search, as well as helping the luxury trip provider to expand into the new target markets of Australia and New Zealand and establish new destinations including Iceland and Angkor Wat

## BACKGROUND

Jacada Travel offers personalised luxury holidays and safaris, which are customised from start to finish down to the smallest detail, from flights and accommodation, to expert private guides and restaurant reservations.

Offering holidays in countries across Latin America, South Africa and South East Asia, Jacada deals with destinations ranging from Machu Picchu in Peru, to safari lodges in South Africa, and cruises to Antarctica and around the Galapagos Islands.

WHAT WE DID | PAID SEARCH (PPC)

## HOW WE HELPED

Jacada is a London-based company with established markets in, Europe, Asia and the USA; we helped them to expand into the new target markets of Australia and New Zealand. Alongside this we also helped establish new destinations, for example, Iceland and Angkor Wat in Cambodia.

Because of the high-end nature of Jacada's business, we used advanced targeting techniques to focus on specific luxury resorts by name. We were also able to successfully set ads to appear at particular times of the day across the globe to ensure we appeared to the relevant market at the most opportune time.

We also drove up the value of leads by leveraging multi-person holiday keywords that would be more lucrative, such as honeymoons and family holidays.

“WE’VE BEEN IMPRESSED BY THE WAY CLICK QUICKLY GRASPED THE POSITIONING OF OUR BUSINESS AND FOCUSED OUR PPC CAMPAIGN AROUND OUR OBJECTIVES. CLICK DIDN’T JUST VIEW OUR PPC CAMPAIGN IN ISOLATION, BUT LOOKED AT OUR BUSINESS STRATEGY AS A WHOLE AND HOW PAID SEARCH COULD FIT IN WITH AND COMPLEMENT OTHER AREAS OF OUR MARKETING ACTIVITY”

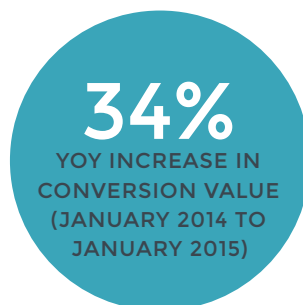
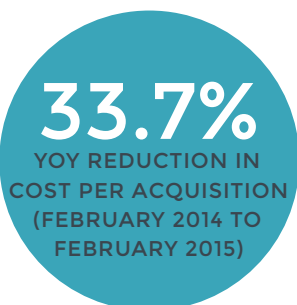
Alex Malcolm, Managing Director and Founder, Jacada Travel



Jacada  
TRAVEL

## THE RESULTS SO FAR

Since we began working with Jacada on their paid search strategy in 2013, we’ve seen some impressive results:





# JULIAN CHARLES

Our paid search (PPC) campaigns have boosted Julian Charles' transactions and revenues, lowered costs per click, and sent Google Shopping conversions through the roof

## BACKGROUND

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.

WHAT WE DID | PAID SEARCH (PPC)

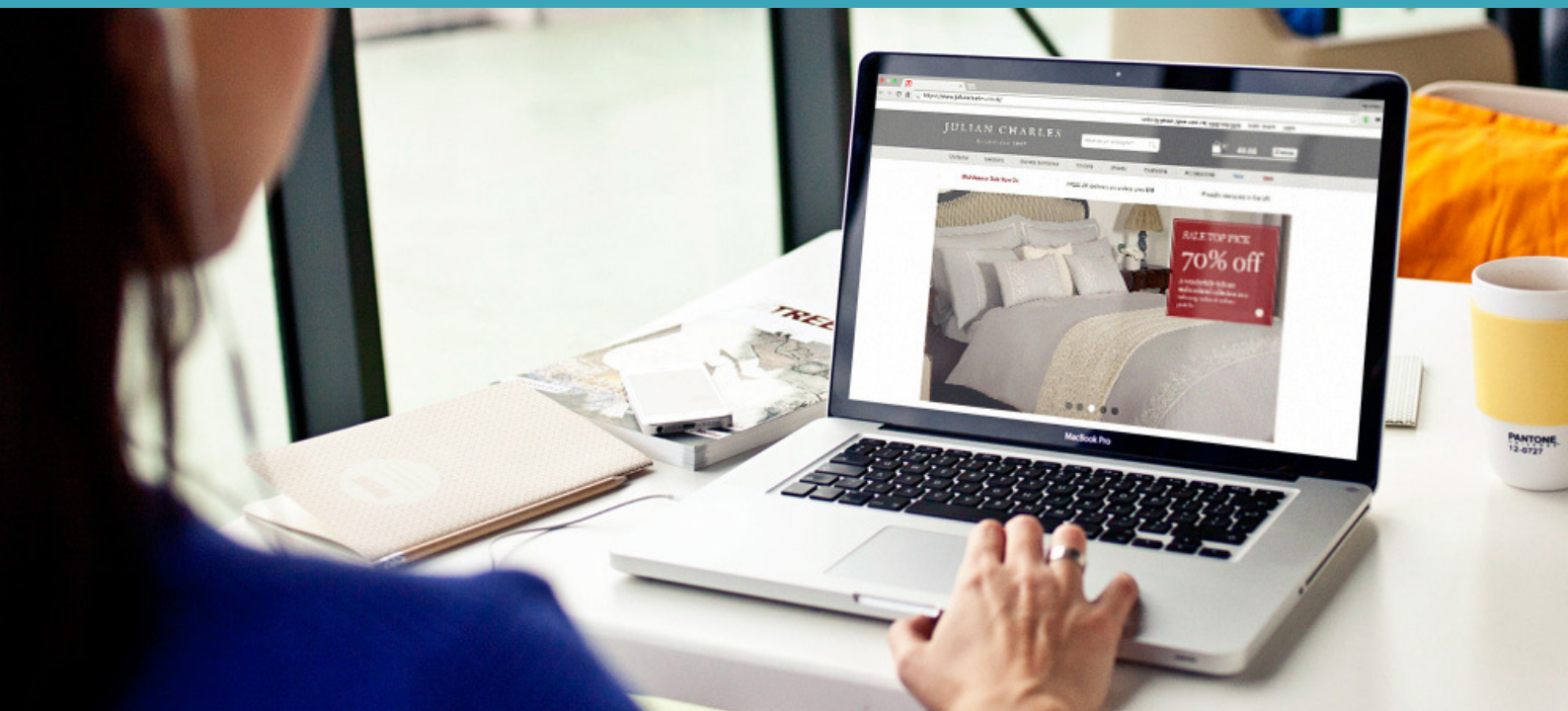
## HOW WE HELPED

We began our relationship with Julian Charles towards the end of 2014 just as the brand was launching a new website.

Alongside steering their organic search (SEO) activity, Click put together a PPC and Google Shopping strategy designed to increase traffic to the new site, increase conversions and drive down cost per click (CPC).



“THE TEAM AT CLICK PUT TOGETHER A CAMPAIGN THAT UNDERPINNED OUR OBJECTIVES AND HAVE ACHIEVED FANTASTIC RESULTS WITHIN A VERY SHORT SPACE OF TIME. WE LOOK FORWARD TO OUR RELATIONSHIP GOING FROM STRENGTH TO STRENGTH.”



## THE RESULTS SO FAR

We achieved some magnificent results for Julian Charles:

**336.58%**

INCREASE IN  
CLICKS ON  
GOOGLE  
SHOPPING

**133%**

INCREASE IN  
THE NUMBER OF  
OVERALL PPC  
CLICKS

**50.65%**

INCREASE IN  
TRANSACTIONS

**38.15%**

INCREASE IN  
REVENUE

**13.55%**

CPC  
IMPROVEMENT  
(£0.30 WAS £0.35)

# PECKFORTON CASTLE

Generating high quality leads for one of Cheshire's most prestigious wedding and conference locations through keyword refinement

## BACKGROUND

Dating back to 1851, Peckforton Castle is a luxurious wedding and conference venue located in the heart of the Cheshire countryside. The castle was awarded Grade 1 listed building status by English Heritage in 1952 in recognition of the part it played in the World War II evacuation scheme when it was used as a hostel for 200 physically disabled children from the London area. In recent years, the castle has been used as a shooting location for major films and television programmes, including Robin Hood, Sherlock Holmes and Doctor Who. Today the castle boasts an award-winning restaurant and a lavish spa, as well as an offering of adventurous activities, such as Land Rover experiences, falconry and mountain biking. Peckforton Castle prides itself on being a family-run business that treats every guest like royalty.

WHAT WE DID | PAID SEARCH (PPC)

## HOW WE HELPED

To generate high quality leads, we set about restructuring the business's online marketing campaign. Our initial research revealed that budget was being wasted on irrelevant, non-performing keywords. We performed in-depth keyword analysis to identify the right keywords for Peckforton Castle's PPC in order to make the most of their budget. We agreed a feedback loop with Peckforton Castle to monitor the quality of leads.

## THE RESULTS

**115%**  
INCREASE IN  
CLICK THROUGH  
RATES

**75%**  
COST PER CLICK  
REDUCTION

**53.8%**  
COST PER  
ACQUISITION  
REDUCTION

**10.1%**  
INCREASE IN  
CONVERSION  
RATE

CONVERSION RATE  
OPTIMISATION  
(CRO)





# FESTIVE LIGHTS

We helped the busy online retailer test ideas to maximise conversion

## BACKGROUND

Trading for 16 years, Festive Lights is a busy online retailer with thousands of monthly visits. The company wanted to test some ideas on their website to review its design and improve conversion.

WHAT WE DID | CONVERSION RATE OPTIMISATION (CRO)

## HOW WE HELPED

Impressed by Click Consult's focus on KPIs and data driven insights during initial discussions, Festive Lights asked us to help test some theories on their current website through [conversion rate optimisation \(CRO\)](#).

First of all, we worked with them to choose testing ideas based around priority and profitability, deciding that their Christmas category pages and basket pages had the most scope to maximise returns and ensure a seamless customer experience.

Then we worked with Festive Lights and their design agency to make sure all new designs were tested and proven before implementation.





## THE RESULTS

As well as 21 first page listings for industry keywords, we have achieved a number of fantastic year on year results for ABTA, including:

### TEST 1 RESULTS

**8.06%**  
INCREASE IN  
CONVERSION  
RATE

**4%**  
INCREASE IN  
TRANSACTIONS

### TEST 2 RESULTS

**13.17%**  
INCREASE IN  
TRANSACTIONS

**12%**  
INCREASE IN  
CONVERSION  
RATE

**6.9%**  
INCREASE IN  
REVENUE

### TEST 3 RESULTS

**7.54%**  
INCREASE IN  
NEXT PAGE  
PROGRESSIONS

**9%**  
INCREASE IN  
CONVERSION  
RATE

**10.6%**  
INCREASE IN  
REVENUE

# ADJUSTAMATIC BEDS

With the given target of reducing cost per click and cost per acquisition while increasing visibility and conversions, our PPC campaigns are achieving all this and more for Act-On

## BACKGROUND

Part of the NHC Group, Adjustamatic Beds Limited has been providing the UK with orthopaedic adjustable beds and massaging reclining chairs for over 50 years and all of its products meet UK and European Quality Standards.

WHAT WE DID | CONVERSION RATE OPTIMISATION (CRO)

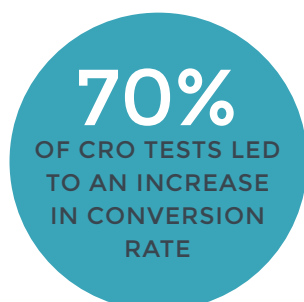
## HOW WE HELPED

Thanks to our paid search services, Adjustamatic's website was experiencing high traffic levels. However, the company wanted to increase the number of sales leads they were generating. Our [conversion rate optimisation \(CRO\)](#) experts used qualitative and quantitative analysis to identify areas of the Adjustamatic website that could be improved.

As part of our research, we conducted an analytics review and performed usability testing to examine the website's performance. We also used heatmaps and expert reviews to pinpoint areas of the site that could be refined. We ran a series of A/B and multivariate tests to find out how we could turn passive site browsers into active users.

We segmented conversion rates by behaviour, device and demographics using a suite of conversion rate optimisation testing tools known as Visual Website Optimiser (VWO) and through custom segments in Google Analytics. We also integrated call tracking software into tests to measure the effect of changes on offline leads.

## THE RESULTS



# REPUTATION MANAGEMENT

# ANONYMOUS CLIENT

How we created a positive, natural and controlled set of search results for our client's brand following a negative online review

*Please note that due to a Non-Disclosure Agreement we have anonymised our client for the purpose of this case study.*

## ABOUT THE CLIENT

It came to light that an unfavourable online review on a popular consumer review site was ranking in second position of Google's results pages for the main brand term of one of our clients. The client, an online retailer selling items of high value, was keen to move the review to position 11 or lower so it would not appear on the front page, as reviews were of great importance to the brand. The client wanted all page one results to be either controlled by the brand or to portray the brand in a positive way.

WHAT WE DID | REPUTATION MANAGEMENT

## HOW WE HELPED

Modalu approached Click Consult in 2012 in a similar position to many high fashion producer-retailers. They were selling well, but more and more of their traffic and sales was going to affiliate sites. It was this that they wanted to rectify, and our own brand of hand-crafted, intricately detailed campaign management was the perfect match for Modalu.

By focusing their paid search budget on brand protection – targeting brand+ keywords, Click were able to position the Modalu brand at the top of searches which had slowly been filling with large online retailers at a cost to Modalu's organic visibility. This strategy, researched exhaustively and tailored to Modalu's specific needs was able to exceed expectation for the manufacturer of couture accessories.

## OUR APPROACH

The temptation in this situation is to create and optimise 10 websites to attempt to control the rankings of the main brand term on the first page of Google, with the aim of protecting the brand's reputation. However, after thoroughly analysing the situation, we decided that the best course of action was to create a small selection of websites with the ability to link to and socially engage with positive reviews, articles and sentiments online.

The aim of this strategy was to create a strong, positive, natural and controlled set of branded search results by ensuring that both current brand websites and external positive stories and sites ranked well.

We anticipated that this approach would deliver results quickly, be cost effective, and achieve a more natural and credible set of search engine results. It also meant that an easily-scalable system could be created and used in the event of future negative reviews.

## WHAT WE DID

The process of implementing the campaign included four steps.

### STEP 1: AUDITING

We listened to the client's business goals and objectives. This was imperative to achieve the best results possible for the client and decide on further actions. It was also vital to understand the issue in light of the assets available. To do this, we performed detailed analysis of the following:

- The negative review
- The client's main website
- The client's group sites
- The client's social profiles
- 

We also investigated other potential reputation management issues, including:

- Other negative articles
- Other negative terms
- Google site links that show the brand in a poor light
- Google autosuggest results that convey a negative brand sentiment
- Negative sentiment on social media

The team then worked to understand the cause of initial review and weighed up the client's ability to respond. This was essential to inform our strategy and tactics.

### STEP 2: STRATEGY CREATION

We identified websites that needed to rank higher for key terms in Google's results pages. These included:

- The client's other sites
- Positive and neutral coverage without comments
- Positive and neutral coverage with comments
- Current social channels
- Potential new social channels

### **STEP 3: IMPLEMENTATION**

As part of a bespoke and tailor-made approach, the team used the following techniques to ensure that the client's goals were achieved in a timely and efficient manner:

- Effective cross linking of the client's social and web assets
- Basic seo work on additional web assets where required
- Creation and addition of high quality content to key assets to enable them to rank for certain terms
- Removal of links and responses to poor articles from all available channels
- Linking from the client's main site and other assets to neutral and positive articles in priority order
- Link building from third-party sites
- Tactical decision-making on whether to respond to negative reviews in comments and whether the client's main site should link to complaints sites

### **STEP 4: REPORTING, REVIEWING AND ONGOING MAINTENANCE**

To protect the brand going forward, we took the following actions as part of the final step of the campaign:

- Setting up new complaints channels for twitter and facebook to remove complaints from main social link
- Monthly reporting of websites ranking for major keywords to show progress and future threats

## **THE RESULTS**

Within three months, we managed to get all of the client's social profiles ranking on page one of Google and to increase the ranking positions of other, positive reviews.

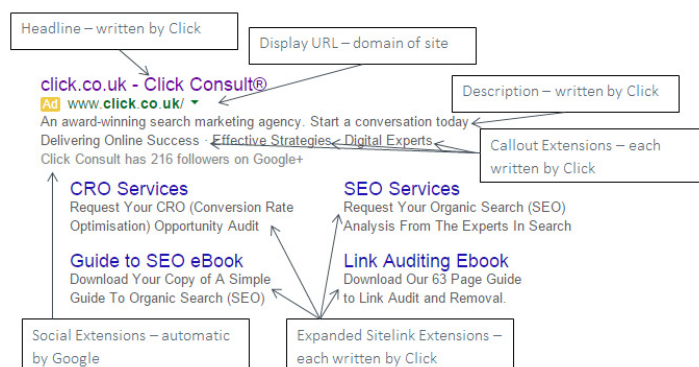
However, as the main site continued to link to the review site hosting the negative review, it was impossible to lower the ranking of the main problem site immediately. To overcome this issue, we recommended that the client remove all links to the review site from their main website. Once the link was removed, the review site moved down the rankings over the next three months. By month six, we had achieved all of its objectives by decreasing the ranking of the negative review so that it no longer appeared on page one of Google's results page.

**“BY MONTH SIX, WE HAD ACHIEVED ALL OF ITS OBJECTIVES BY DECREASING THE RANKING OF THE NEGATIVE REVIEW SO THAT IT NO LONGER APPEARED ON PAGE ONE OF GOOGLE'S RESULTS PAGE”**

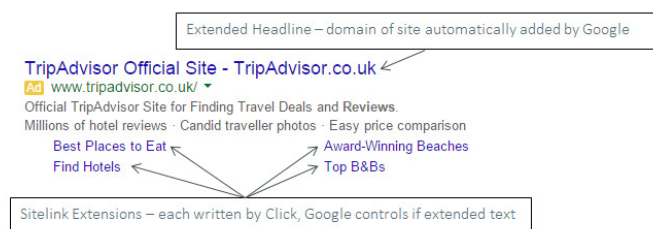
## EXAMPLE PPC STRATEGY FOR REPUTATION MANAGEMENT

This is how we envision a [PPC](#) (pay per click) strategy would work alongside the SEO solution described above.

Illustrated below is the type of PPC ad format that we would use for [www.ourclient.co.uk](#); this is one ad unit that would appear position 1 on a search engine results page. The headline would link to the home page and sitelinks each to a different subpage.



Below is an example of another ad format that we would use for a separate domain such as [www.ourclientcomplaints.co.uk](#) (which would cover the complaints procedure, a small site but containing at least 5 pages); this is one ad unit that would appear position 2. The headline would link to the homepage but each of the sitelinks would need to land on a unique page.



Finally, below is the smallest ad format, this is how we envision position 3 would likely look with the bigger ads in position 1 and 2. We would use this for a third domain and, like the second example, it would need to offer a completely different service and experience. Something like a sister company would be ideal to use here; or a charity, eg, [www.ourclientcharity.co.uk](#) which would raise awareness of our client's chosen charity, showcase their fundraising, link to their just giving page etc.

**Inbound Marketing - pardot.com**  
**Ad** [www.pardot.com/uk/Inbound\\_Marketing](#) ▾  
Learn Fundamentals, Strategy & Best Practices for Email Marketing.

## WHY PAY FOR UP TO 3X PPC ADS?

The idea is that the 3 ads will push down the organic listings to below the fold, thus increasing click through rate to websites controlled by our client and reducing the likelihood that a user would be aware of a reputation issue.

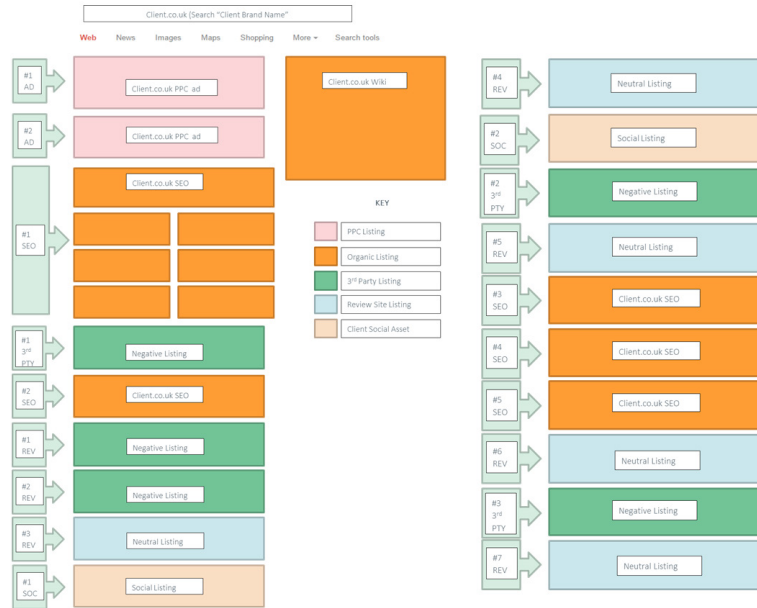
This would be employed as a short term measure when:

- All 3 ads appear above the organic results (if only 1 or 2 appear we would pause the other rather than have them right hand side)
- While domains with negative sentiment still appear the top of page 1 or above the fold

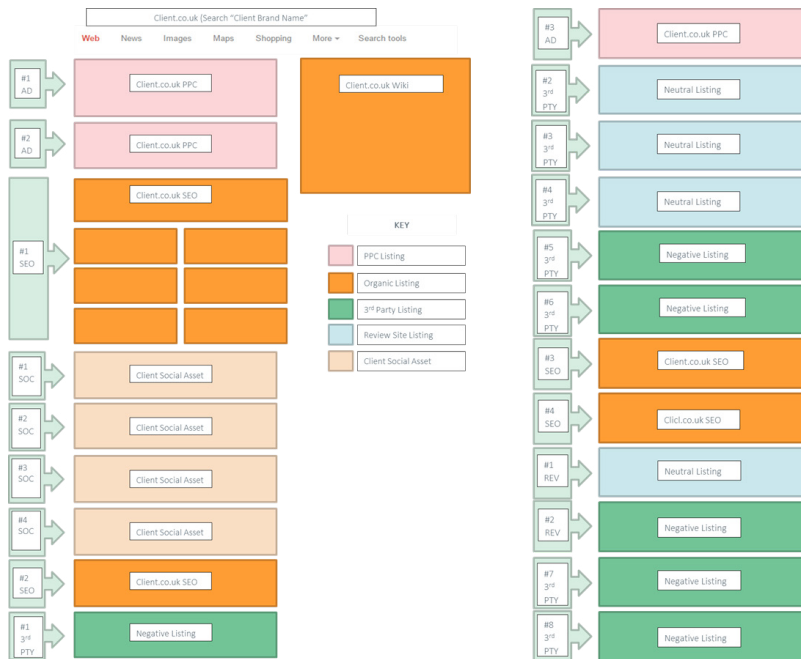


# THE FIRST 2 PAGES OF GOOGLE RESULTS - BEFORE & AFTER

Before Click's Reputation Management service...



After Click's Reputation Management service...



“OUR APPROACH ACHIEVED A NATURAL AND CREDIBLE SET OF SEARCH ENGINE RESULTS, QUICKLY AND COST EFFECTIVELY; IT ALSO CREATED A SCALABLE SYSTEM THAT COULD BE USED AGAIN IN THE FUTURE”

EXAMPLES OF  
OUR CLIENT  
CREATIVES

AT CLICK CONSULT WE PRIDE  
OURSELVES ON OUR CREATIVE  
TALENT & FLARE.

THE FOLLOWING EXAMPLES SHOW  
WORK CREATED IN-HOUSE AS  
PART OF OUR CLIENTS' CONTENT  
MARKETING CAMPAIGNS.

EACH CREATIVE IS DEVELOPED  
IN LINE WITH OUR CLIENTS'  
BRANDING AND COMMERCIAL  
OBJECTIVES.

# OXFAM BLOGGERS AGAINST POVERTY



## PEDRO CRUZ, HIS FAMILY AND 'COFFEE RUST', HONDURAS

### THE ISSUE

Coffee plantations are being destroyed by a devastating fungus known as 'coffee rust', which is spreading faster and further due to climate change.

It is wrecking crops, and coffee workers like Pedro aren't earning enough to feed their families.

### OXFAM'S RESPONSE

Helping people affected by implementing new production techniques that produce better organic coffee.

These new techniques help put food on the table for people like Pedro and his family.



### WHAT A REGULAR DONATION CAN DO

**£20** IS ENOUGH TO BUY SEEDS FOR A FAMILY TO GROW RUST-RESISTANT COFFEE AND EARN A GOOD LIVING

**£40** IS ENOUGH TO PAY FOR EVERYTHING A FARMER NEEDS TO REPLANT NEW COFFEE SEEDS AND TEND THE LAND

### YOUR LIFE-CHANGING COFFEE

DONATE THE COST OF ONE COFFEE A WEEK, JUST **£3**, AND EVERY MONTH YOU'LL HELP FARMERS LIKE PEDRO TO PROVIDE FOR THEIR FAMILIES.



## TEACHING, LEARNING AND GOING TO SCHOOL, PAKISTAN

EDUCATION HAS THE POWER TO LIFT WHOLE COMMUNITIES OUT OF POVERTY FOREVER.

### THE ISSUE

Pakistan's education system is at breaking point.

In rural areas, only one in three women has ever attended school.

Classes are crowded, teaching methods are outdated and school buildings are poor quality.

### OXFAM'S RESPONSE

Doing whatever it takes to get more children - particularly girls - in classrooms.

Training teachers, engaging with governments and building schools in rural Pakistan.

Inspiring communities to value education, and to campaign for their right to go to school.

### WHAT A REGULAR DONATION CAN DO

**£8** CAN PROVIDE 32 SCHOOLCHILDREN WITH TEXTBOOKS.

**£18** CAN TEACH 50 YOUNG WOMEN ABOUT THEIR RIGHTS.

### YOUR LIFE-CHANGING SUPPORT

GOOD EDUCATION SERVICES ARE VITAL TO OUR FIGHT AGAINST POVERTY, ENSURING PEOPLE HAVE THE BEST OPPORTUNITIES TO SUCCEED.



## SALAMA AND HER BABY'S MALNUTRITION, NIGER

### THE ISSUE

Malnutrition is widespread in Niger: 14.5% of the population have malnutrition, and 2.5% have severe malnutrition.

This is due to a range of factors, including food crises that result in hunger and lack of potable water.

Often new born babies don't have the nutrition and sanitisation they need to grow healthy and strong.

### OXFAM'S RESPONSE

Fighting malnutrition by installing water and sanitation facilities in clinics and communities.

Promoting good nutrition and hygiene to mother's to help them care for their babies.

In Salama's town, Oxfam have installed an additional 1000 litre water tank to help with birthing and sanitisation.

### WHAT A REGULAR DONATION CAN DO

**£1** A DAY CAN PROVIDE CLEAN WATER TO NEW

**£5** CAN PROVIDE SOAP TO HELP MUMS PROTECT THEIR BABIES

### YOUR LIFE-CHANGING SUPPORT

A NEW WATER TANK PROVIDES ENOUGH CLEAN WATER TO COPE WITH 15 NEW BABIES A DAY, TOILETS, SINKS





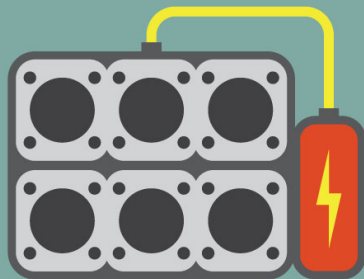
**F1 Mercedes Benz  
AMG W06 Hybrid**

**VS**

**Ford Focus Hatch-  
back 1.6 Studio 5d**

Despite the fact that they're both four-wheeled vehicles, the differences between an F1 car and your average motor are vast. To illustrate this, we've compared an F1 championship-leading model with Ford's latest family hatchback.

## ENGINE & GEARS



**1600cc 1.6 L  
V6 Turbo Hybrid**  
With 120 kW power



**1596cc 1.6 L  
Straight 4 engine**

An F1 engine  
can generate  
nearly

**4x**

more power  
per litre than  
a road car



# My Favourite Things #GetChristmassy

With the festive season fast approaching it can be easy to feel overwhelmed by everything you need to do. From finding the perfect gifts to fitting in time to socialise with friends, it's always a busy time of year. We asked some of the top bloggers from the North West for their favourite tips to ensure you have the best Christmas yet.



## Truly Scrumptious

From mince pies to pigs in blankets we all have our favourite Christmas dish. Here are some of the top places and things to eat throughout the festive season, all of which can be found at Liverpool ONE.

**Stella**

[fashionandstylepolice.com](http://fashionandstylepolice.com)



"My favourite food to stop for whilst shopping is a breakfast toastie, a coffee and a cake. They are my favourites because they are quick and easy to eat up, they fill me up nicely and I get the caffeine kick I need. They are also easy to find in most cafes so I can pop into any when the hunger pangs start."

**Try it yourself:** Find a filling breakfast toastie in places such as Starbucks and Pret a Manger to kickstart your day of shopping!

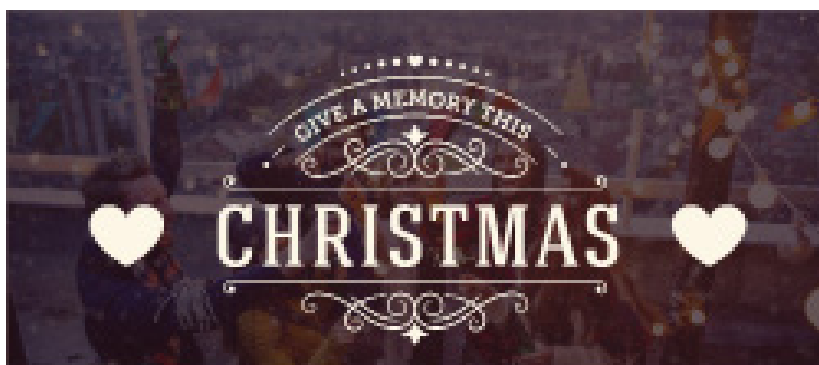
**Leanne**

[little-babble.com](http://little-babble.com)



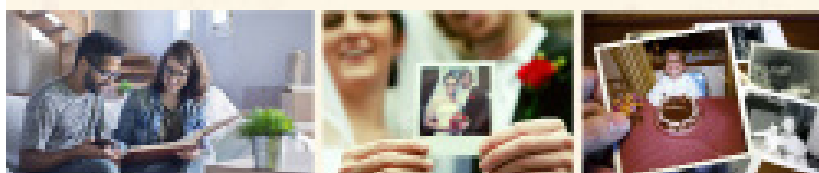
"Shopping can be tiring, especially at Christmas time! A stop off for food is essential, but nothing too heavy in case you want to continue shopping until you drop afterwards. My favourite shopping fuel is something small and tasty that can be shared with a shopping companion such as a Mexican style tapas."

**Try it yourself:** Share some tapas with your shopping buddy at Wahaca for an authentic Mexican experience!



## HOW TO CREATE THE PERFECT PHOTOBOOK

Memories are special moments that tell our story and photo books are the perfect way to do it. Whether you want to tell the tale of your child's first year or remember your family holiday, photo books will ensure these memories last forever. Give a memory to a family member this Christmas and gift them the perfect photo book.



### Tell An Amazing Story

Is it your wedding album? About your gap year with your best friend? Or the start of a series of books on your children growing up?

Whatever your occasion, make sure your personalised book tells a story. Consider the flow and use your photos to narrate it. Putting unrelated photos together in one section might make sense to you, but may confuse someone else. Doing it chronologically is the easiest way to take yourself, family and friends on a journey.

Use a select number of photos to showcase the best bits. This way you avoid repeating similar photos. Besides, so you relive the memories, other memories will come flooding back.



### Create The Perfect Layout

Give your pictures breathing space. Don't try and crowd too many photos in to make your photo book look cluttered. The perfect photo book

# THE GREAT BRITISH SLEEP SURVEY



How good is a good night's sleep? How does your bedtime routine affect your mental and physical health? We've surveyed 500 people to get an insight into the nation's sleeping habits and to find out what we can do to get a better night's rest.

## On average, how many hours of sleep do you get per night?

According to the NHS, an adult needs at least six to nine hours of sleep every night to feel fully refreshed the next day. However, for many, achieving a quality night's rest is much easier said than done. Ever felt lethargic, irritable or unable to concentrate during the day? It may well be that you need to catch up on your beauty sleep.



**21%** don't get enough sleep

**4%** oversleep

**75%** get enough sleep

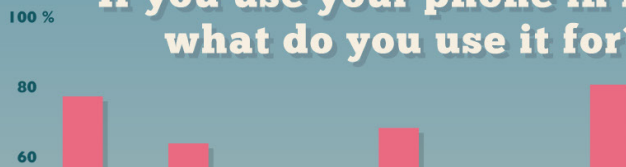
## A comfortable bed

One way to improve sleep quality is by making sure you have a comfortable bed. Having the right bed can be the difference between a restless night or a peaceful slumber. Be sure to choose a mattress that offers enough support and cushioning to lull you into a sound sleep.



In today's technology-obsessed world, many of us have developed an inseparable relationship with our smartphones and use them from the moment we wake up to the late hours of the evening.

## If you use your phone in bed, what do you use it for?





# HOW TO THROW A DIVORCE PARTY

## What to listen to...

- GLORIA GAYNOR**  
I WILL SURVIVE
- BON JOVI**  
YOU GIVE LOVE A BAD NAME
- LADY GAGA**  
BAD ROMANCE
- PINK**  
SO WHAT
- BEYONCE**  
SINGLE LADIES

## What to play...

- HUSBAND PINATA**  
'THE MANATA'
- DIVORCE CHARADES**
- TRASH THE WEDDING DRESS**
- PIN THE 'SOMETHING' ON THE EX**



There's never and shall not there ever special day each year, it only seems right that our relationships here great our grandparents are best.

This year, **Sunday 2 October** marks **Grandparents' Day** in the UK - a time for you to celebrate, appreciate and treasure your elderly relatives with love and affection. It makes this day one to remember, here are some top gift ideas and great days out for you and your grandparents to enjoy together.

## Top Tip 1

### CELEBRATE IN STYLE

To that your grandparents are celebrate in style, why not treat them to some nice dining?

How often do you get to enjoy such a delicious, calm, relaxing and delicious dinner, what kind of dining time and experience for you to share love.

An illustration of an elderly man and woman dancing joyfully. The man is wearing a brown sweater and the woman is wearing a green dress with white polka dots. They are surrounded by colorful confetti.

## Top Tip 2

### KIT THEM OUT WITH GARDENING GEAR

If your grandparents are still your beloved 'green fingers', you could let them out with some new gardening gear.

From a pair of protective gloves, to a comfortable kneeling pad, to a handy trowel, there are a wide range of useful accessories to help them make the most of their love spent in the garden.

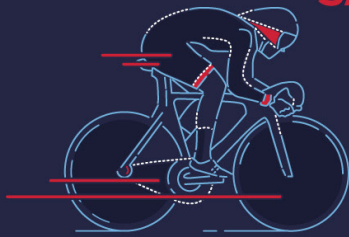
An illustration of an elderly man and woman sitting on a green mat, looking at a blue watering can. A young child is climbing a large green beanstalk in the background.



Regardless of ability, we believe in **#AchievementForAll**. Amazing things can be accomplished when you put your mind to achieving your goals. Reflecting on the success of this year's paralympics, we've put together five inspiring facts and stories that prove **anything is possible**...

01

## SARAH'S 'STOREY'



Going the distance, Storey, who after an accident at birth was born without a fully-forming or functioning hand has competed in the Paralympics in swimming and cycling. Sarah's journey of success which started at the age of fourteen has seen her achieve 14 Paralympic gold medals. Travelling across the globe from Beijing to Delhi, and recently 2016's Paralympics in Rio, Storey's accolades have put Great Britain firmly on the map.

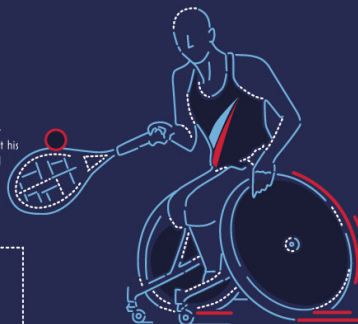
**Quick Fact:** With **14 Gold medals**, Sarah is now Britain's most successful Paralympian!

02

## ON THE BALL

Injured in a car incident at 21 which left him paralysed from the waist down, Liverpool lad Jamie Burdekin refused to let this halt his passion for tennis. The self-professed 'fighter and winner' stated that his home-town Bootle 'isn't very tennis orientated', but he didn't let this stop him from moving forward towards his goal. Burdekin won a Bronze medal for Great Britain in Beijing and represented GB's wheelchair tennis team in Rio this year.

**Quick Fact:** Jamie made his second Games appearance in front of a home crowd at **London 2012!**



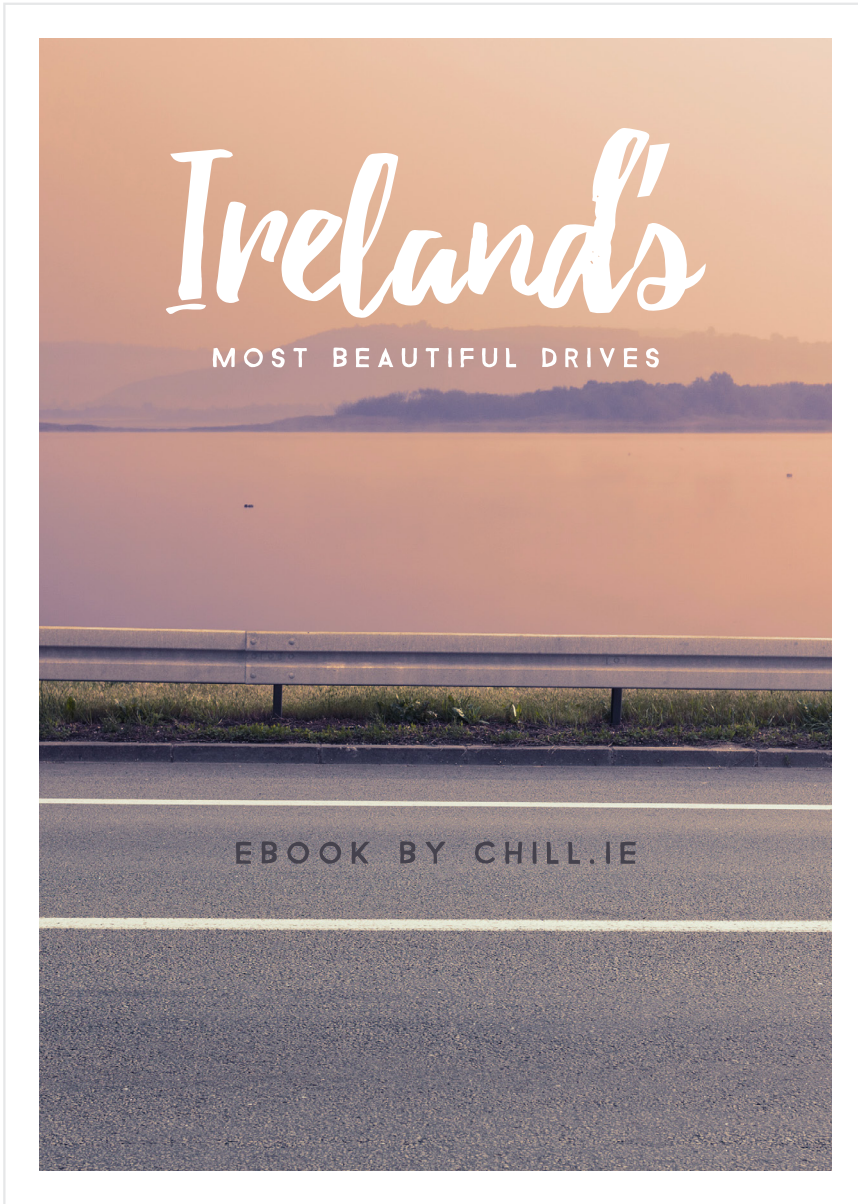
03


## MAKING A SPLASH




**Quick Fact:** Clare has won **six Paralympic medals** across three Games!

Underwater extraordinaire Claire Cathmore took great lengths (quite literally) to achieve both gold and silver Paralympic medals in Rio this year, the latter from her 4x100m medley, a nail-biting race which saw Cathmore and the GB team break a world-record. Cathmore's feats are a fitting testimony to our **#AchievementForAll** campaign – success regardless of disability. Born without a left-forearm, Claire's fighting mentality and motivation to succeed came from an early age as when asked in school by a peer 'how she could swim with one arm', she replied bluntly: **'by winning the race.'**







**WHEN THINGS GET FOSSY...**  
"Give yourself plenty of space and keep your distance from the car in front."  
**BLOGGER,**  
SANDRA  
([thirsty.co.uk](#))






**DRIVING IN THE RAIN:**  
"Always use dipped headlights and stay well back from the car in front."  
**IRISH BLOGGER,**  
SINÉAD  
([bombsofr.ie](#))



**ON THOSE BLUSTERY DAYS...**  
"Always keep hands on the wheel as much as possible. Pacing is crucial in the event of any emergency. It's your responsibility to make your own safe driver."  
**BLOGGER,**  
ELINA  
([inireland.com](#))








**TIPS AND TRICKS FROM THE CAR EXPERT**


"One thing that consistently annoys me is the number of people who don't make an effort to keep their windscreen clean. Being able to see clearly ahead of you is a critical safety issue, yet every day in winter, I see drivers passing through roadworks with windshields they didn't clear the ice off the whole windscreen. Oh, they need a few minutes for the inside of the screen to demist before setting off.

Keeping your windscreen washer fluid topped up is key, because you can't do that during winter. To deal with grit and grime, drivers go off the road. Having your raincoat clipped by a dirty windscreen is terrible, so you need to reify it immediately before carrying on with your journey."


**TO STAY UNFROZEN...**




**IRISH CAR BLOGGER,**  
CAROLINE  
([chongingames.ie](#))  
"To keep your car from freezing over, park your car in the direction of the morning sun so it will get a head start on defrosting!"



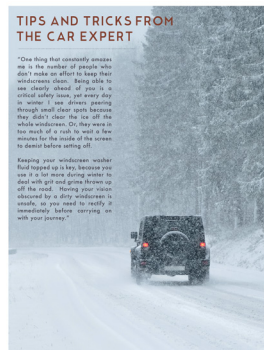
**IRISH PARENT BLOGGER,**  
LAURA  
([laurasaysforirishmummy.com](#))  
"To warm up the car use a bucket of warm water on the windows to get rid of any frost."



**LIFESTYLE BLOGGER,**  
EESIV  
([ifobaliciousaffly.com](#))  
"When driving in icy conditions use your gears to slow down and keep away from the brakes!"



**IRISH PARENTING BLOGGER,**  
AILEEN  
([aileensaysforirishmummy.com](#))  
"Shut the car 5 minutes before you leave the house for two reasons: 1. To heat it up and 2. So we don't have to be sitting and waiting in a cold car for the windows to defrost!"



SLEEPING WITH  
A BAD BACK



YOUR ESSENTIAL GUIDE TO ALLEVIATING PAIN



LIVING AND  
SLEEPING WITH  
ARTHRITIS

BY ADJUSTABLE BEDS





## INTRODUCTION

Over the last 15 years, the online marketing and branding industry has boomed. With techniques like content marketing and blogging advancing on an almost daily basis, thought leaders are continually striving to develop and engage their techniques. Whether you're in a business of freelance blogging and online marketing are an ideal way to ensure your website is full of useful content, communicate your message to your target audience, and enable your site to perform well in search engine rankings.

Here, we have teamed up with some of North America's best online professionals, including branding and marketing experts and bloggers, to bring you a free-to-download ebook. Our expert guide offers professional insights into how to brand and market yourself online. We delve into topics such as why marketing is important, how to create a strong online brand, and sharing first-hand experience and insider insights.

## CONTENTS

### SECTION 1 - BRANDING

- How to create your brand
- Special Feature: advice from branding experts, Waverley Knobs

### SECTION 2 - MARKETING

- Why marketing is important
- How to implement a start-up marketing strategy
- Special Feature: tips from the Content Marketing Institute

### SECTION 3 - BE FOUND

- A quick-fire introduction to search engine optimization

### SECTION 4 - BE SOCIAL

- How to interact on social media - be social
- Join online communities - belong

### SECTION 5 - BE VISUAL

- Using visual imagery to get your content noticed

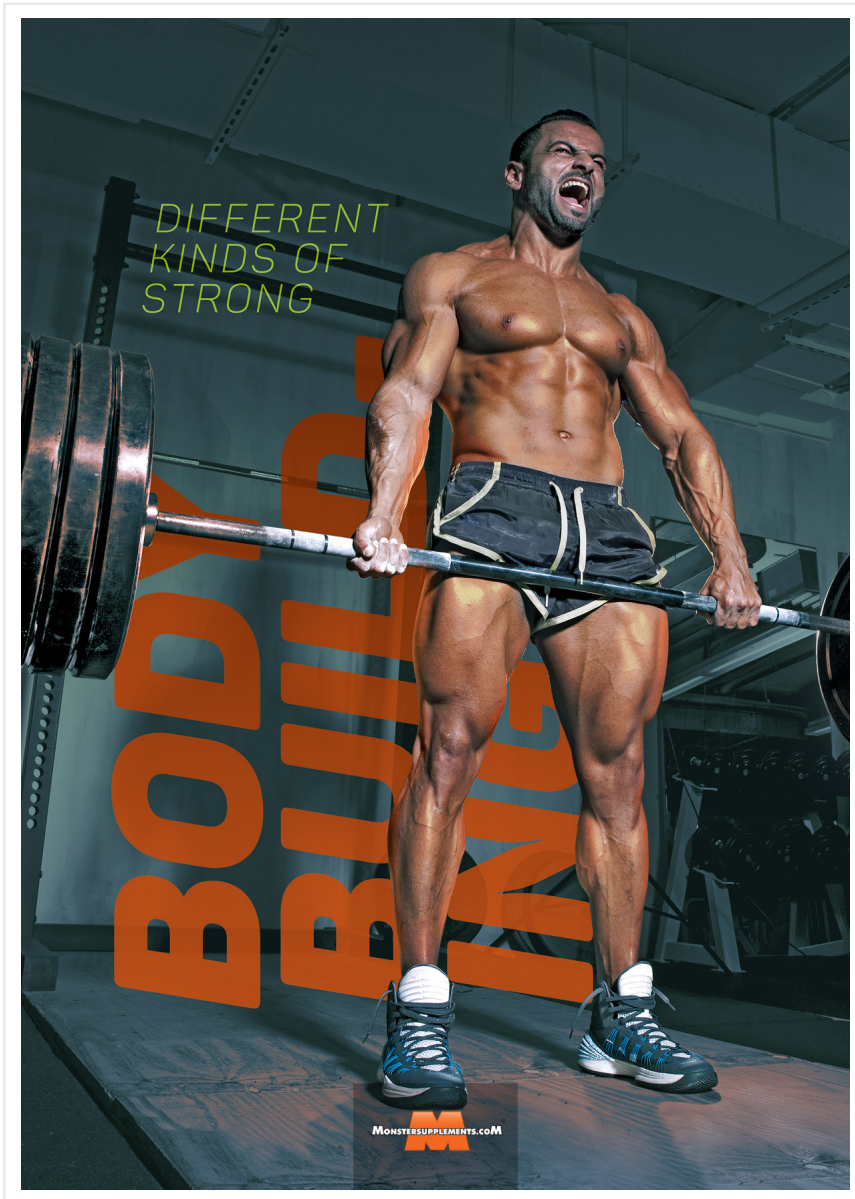
### SECTION 6 - LESSONS LEARNED

- Special Feature: putting the tips into action from online business experts

## BRANDING

All successful businesses understand the importance of effective branding. This essentially involves creating an image and tone that appeals to your target audience and reflects what your company is all about.

By developing a consistent and attractive persona for your online business, you can maximize its appeal and build loyalty among readers and potential customers. So, no matter what your business venture might be, make an effort to think through your branding carefully. The persona you choose should be reflected in everything from your website's theme to its tone of voice, color palette, typeface, and graphics.



Ever since the original Olympics in 776 BC, people have been fascinated with the manipulation and development of muscular physiques. However, competitive bodybuilding has evolved a lot over the years. While feats of super strength were exhibited in the classic games, today the discipline focuses more on displaying muscular size and symmetry.

In the 1960s, spectators piled into arenas to see a new breed of bodybuilder in competitions like Mr Universe and Mr Olympia. These competitors showcased the first "real" bodybuilders of the modern generation and paved the way for the sport's explosion in the 1970s.

Bodybuilding was propelled into the spotlight with the release of the film Pumping Iron in 1977. Featuring a young Arnold Schwarzenegger, the movie gave many people their first taste of the sport. The advent of Venice Beach were no longer restricted to Gold's Gym, and the arena for the bodybuilder bodybuilding was now accessible - a truly mainstream sport.

On the back of the film's success, gymnasiums saw demand for heavy weights, resistance machines and bodybuilding programmes soar. From there would take to the weight rooms and gymnasiums could be seen pumping iron.

Legends like Larry Scott and Bill Pearl cut their teeth in high-profile competitions like Mr Universe and Mr Olympia.

**ABOUT BODYBUILDING**

From diets consisting of 8,000 calories a day, to bench pressing the equivalent of a Mini car, bodybuilding's growth and development as a sport and hobby has created a new personal training reality.

Today's breed of bodybuilder is bigger and stronger than ever before, and pushes the limits of training regimes and diets in search of that sculpted physique.

As Confucius once said: "A journey of a thousand miles begins with a single step." Take your first step today by reading our comprehensive bodybuilding guide. With training programmes and nutritional tips to help you achieve your goals, there's no excuse for not beginning your journey now.

Lee Haney (1984-1991) and Ronnie Coleman (1998-2005) hold the record number for Mr Olympia wins, with eight titles each.

**// POWER //**

While on national service in the Austrian army, Arnold Schwarzenegger abandoned during basic training to go to a bodybuilding competition.

**CONTRIBUTION**

Mark Jeffery is an amateur bodybuilder and has competed across the country in more than 40 competitions over the last 25 years. Here he gives Monster Supplements a guide to Bodybuilding.

**Why bodybuilding and, where to start?**

Bodybuilding isn't for everyone. It takes time, effort, the right mentality and dedication to a cause. It used to be considered a niche sport back in the 1970s but then Arnold made it big, really big. It got people curious and start asking questions about weightlifting and bodybuilding as a whole.

The first thing you need is to really ask the question, "How hard am I willing to train?" Like I said, it takes time, dedication and having the right mindset to really push when you think you can't. It's not for everyone but the results can be amazing and really change your perception about weight lifting all together.

Where do you start? With a well equipped gym and loads of good mental attitude.

**You mention mindset, can you please expand on this?**

Mindset is a common term used in a variety of disciplines, whether in business or general life. In this context, it's all about understanding that getting the gains takes lots of time and that it requires being positive about all aspects of training. Diet, rest, exercises and so on can be really hard on the mind as well as the body, so you need to train your brain to say, "OK, today we're going to do this!" That's what matters, the right mindset can get you to the finishing line of your bodybuilding goals.

**What would you say is the hardest aspect of bodybuilding?**

It depends on who you are. Some don't mind eating, lots and lots and lots but struggle with training. Whereas others can throw themselves into the training but struggle with diet. Some are really good at both and so on, I think the biggest challenge is preparation, whether that be physical or mental. It can be so difficult to change things last minute so preparation is key. I live by the principle "Failing to plan is planning to fail".



## Introduction

The rental property market can be notoriously difficult to predict. Fortunately, help is at hand. This ebook, which is a collaboration of property market experts, contains useful advice, key data snippets relevant to your local area and is packed with insights and analysis on important developments that are currently impacting on the sector. From new buy-to-let lending rules to the fallout of the European Union referendum vote, it covers a range of hot topics.

This edition focuses on Wales, the South West of England and West Midlands and is the second in a series of eBooks that will offer data and information specific to 12 UK regions.

To join the conversation online tag @HomeLet and use the hashtag #LandlordsAdvice.

## Contents

|   |    |
|---|----|
| Meet the industry experts   | 4  |
| Current market trends across western UK   |    |
| Wales   | 5  |
| South West  | 6  |
| West Midlands   | 6  |
| Expert insights and current issues  |    |
| Ryan Bembridge from mortgageintroducer.com discusses the effect of Brexit on the UK property market | 7  |
| Sarah Davidson from thisismoney.co.uk on new tax laws and their impact on buy-to-let investments    | 9  |
| Landlord essentials   |    |
| The importance of effective tenant referencing by Tom Entwistle from landlordzone.co.uk             | 11 |

## Meet the industry experts

**Ryan Bembridge**  
@RyanBembridge  
mortgageintroducer.com

Ryan Bembridge is a Senior Reporter at Mortgageintroducer.com, a leading magazine catering for the mortgage intermediary market. He specialises in writing about public issues, being assessed the person and cost of housing in the UK in March. He's also worked at The Daily Express and, in his spare time, Ryan likes his hand at stand-up comedy.

**Sarah Davidson**  
@SarahDavidson  
thisismoney.co.uk

Sarah has over 20 years of experience with retail financial services in the UK. With a financial journalism and a media and communications specialist. She's written extensively for private investors, financial advisors and consumers more generally as a range of national publications, including This Money in the Mail Online, Financial Times Group, the Independent on Sunday and The Sunday Times.

**Doug Hall**  
@DougHall  
rsl.org.uk

Doug Hall is from the Residential Landlords Association (RLA) where he's Director of New Mortgage, a specialist mortgage provider within the buy-to-let sector. Doug has been established for over 20 years working with banks, mortgage intermediaries and the RLA providing all types of buy-to-let mortgage services. The RLA has over 20,000 members in England and Wales, offering important services to its members such as 24/7 helpline. They also an efficient campaigning organisation on behalf of landlords.

**David Lawrenson**  
@DavidLawrenson  
lettingfocus.com

David is the owner of www.lettingfocus.com and the author of 'Successful Property Letting - How to Make Money in Buy to Let' and 'Tenant's Guide to Successful Letting'. He's an independent advisor to investors in residential property and to organisations including banks, local authorities, housing associations, institutional investors and insurers. He helps them develop and improve their services and products for private landlords and tenants.

**Henry Pryor**  
@HenryPryor  
henrypryor.com

Henry is a buying agent and property market commentator, who's been described on both radio and TV as 'the BBC's buy-to-let property expert'. He's made over 100 appearances, he provides regular comment and analysis for shows such as BBC Breakfast. He has been named BBC's buy-to-let region and has written for numerous websites, newspapers and magazines including BBC Online, as well as providing contributions to the regular property roundtable led by @MoneyWeek.

**Tom Entwistle**  
@LandlordZone  
landlordzone.co.uk

As an experienced landlord (managing his own residential and commercial property investments for over 30 years), Tom writes for several national property portals and has been a regular speaker at property events for over 10 years. He's a Director of LandlordZone, the first and largest UK landlord website, founded in 2010, which is still one of the most visited independent landlord portals websites in the UK.



WHAT OUR CLIENTS SAY  
ABOUT US

“

*“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**

*“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**

*“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**

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

**Truprint**

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

**Homelet**

“

*“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?”*

**Adjustamatic Beds**

*“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**

WE LOOK FORWARD TO  
WORKING WITH YOU AND  
ENJOYING A SUCCESSFUL  
PARTNERSHIP





EXPERTS IN SEARCH.  
SIMPLE.