



CLICKCONSULT®

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

CLICK CONSULT LTD

WILLOW HOUSE, HOOTON ROAD,
HOOTON, CHESHIRE, CH66 7NZ

WWW.CLICK.CO.UK
0845 205 0292

@CLICKCONSULTLTD | FACEBOOK.COM/CLICKCONSULT

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

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HOMELET

How do you grow revenue and improve search visibility in one of the most fiercely competitive markets in the UK?

That was the question which we had to answer when HomeLet came calling.

ABOUT HOMELET

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

We agreed with HomeLet that our campaign workflow would lead to an improvement of:

- 15% in organic sessions (we delivered **35%**)
- 25% in organic traffic (**41%**)
- 50% in eCommerce (**128%**)

HomeLet approached us to manage their search marketing in a bid to drive them to the next level and to increase visibility compared to the competition. It was finding it increasingly difficult to rank for key terms and needed to gain brand exposure.

The rationale and relevance for this campaign were very important and below is how we presented the strategy to the client. We promised to deliver on the following:

- To develop 20 backlinks to the home page of the website.
- To target UK bloggers and that the linking pattern would be appropriate to the brand.
- To create bespoke visuals that will be shareable and target an appropriate audience.
- The link building pattern will be natural, with local bloggers and content pertinent to bloggers seasonal interests, priorities and importance thus ensuring it is of greater placement potential.

HomeLet also wanted to increase their branded audience and see a 15% increase in organic sessions, a 25% increase in organic traffic and a 50% increase in eCommerce.



For the HomeLet campaign we decided that we would use the following strategy:

- Bloggers will be identified by Click Consult according to influence, location, social media presence and genre of blog.
- We would target a diverse group of bloggers, identified from our blogger research and past relationships.
- We would target bloggers / key influencers from different blogging sectors; landlord bloggers, home and lifestyle bloggers. All with their own interests but who would contribute to the eBook and links / share.
- Following initial research, a structured programme of engagement will be initiated via email and social channels. This engagement will lead to an invitation to bloggers participate in an eBook project.
- When at the time of optimum engagement the blogger is in dialogue with ourselves we will send them a badge saying that they are participating in the creation of the eBook. The badge will contain a link to homelet.co.uk/landlord-insurance page and will when placed on the blog, with the bloggers understanding; create a link to the brand.



By adopting the processes above we were able to take our client on a journey and ensure that HomeLet were able to achieve the results we promised.

Our campaign blogger research enabled us to develop a targeted link building engagement plan and had two targets:

- To identify who the appropriate influencers are
- To support the brand in rising to the first page of Google for their key terms

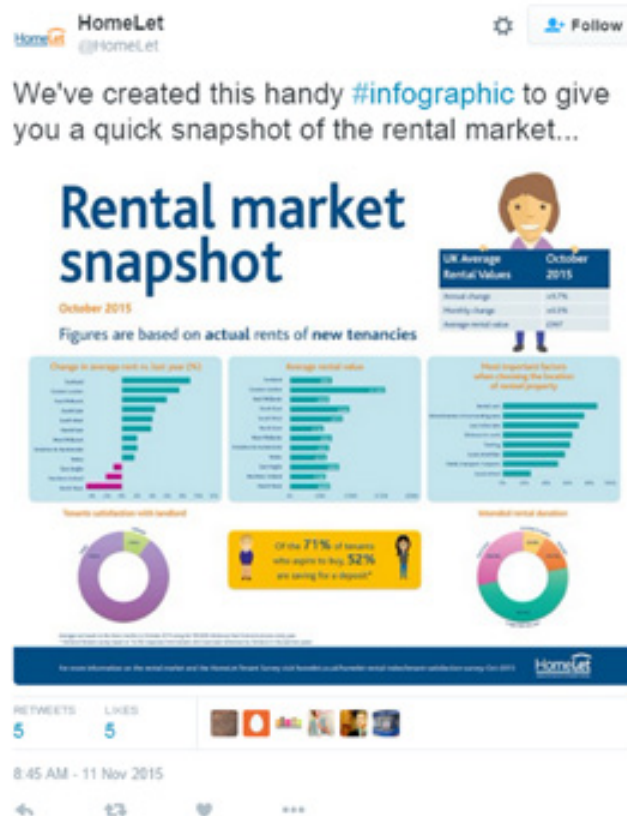
Prior to delivering the campaign engagement we carried out an extensive audit to discover appropriate bloggers for engagement. We cross referenced this to target bloggers that have not worked alongside the brand previously, to ensure that the links created were new.

When the blogger expressed an interest to engage, who already has a link to the brand, we would encourage this brand support, but we would not count them as unique links in our reporting. This ensured that any engagement undertaken was founded upon accurate and detailed data that has been analysed.

We also identified appropriate domain authority and demographics of bloggers such as language, location, theme, audience, and influence through our blogger identification sheet where all data and interactions were recorded.

This ensured that the dialogue was sustained and we were able to engage when and as agreed.

One of the assets which we created for the campaign was well received on social media and can be seen below:



RESULTS

When it comes to assessing all of our campaigns here at Click Consult we look at whether or not we have surpassed our client's expectations. When we set a campaign in motion we do so with the brief in mind and the objectives being the very minimum which we will deliver. At the start of a workflow period our dedicated Account Managers sit down with the client and discuss the Key Performance Indicators (KPIs). At the end of the campaign we produce a client facing report based on the success it has garnered.

Our aims at the start of this project were to increase visibility knowing that this would lead to enhanced performance.

The success of this campaign was going to come from the links that we placed based on the assets we created. From the outset we suggested that a target of 20 links would deliver the results required. In reality we generated 56 organic links and this is the reason that the campaign over delivered.

In order to prove that the campaign had worked we monitored all of the sessions that the client were receiving over the year and the specific workflow period. The average number of sessions onsite were considered low by the team at HomeLet prior to new links being placed and the keyword research being conducted. The average number of new users was also low.

Over the course of this campaign the number of sessions showed a steady rise and averaged an increase of 125% for the year. The peak came in October when the number of users accessing the site showed a 170% increase on the previous October.

The new users remained in direct correlation with the number of sessions which is not uncommon in this type of industry. Landlord insurance is a popular product for retained use, as more people invest in property and take out more coverage they often do so with the same providers.

Another key part of the data that we have access to and which our team takes very seriously is the channel performance. We look at how the users are finding a website and when. This shows us where we can target future campaigns and areas of growth.

When we started this project the split between the branded and non-branded click through rate was fairly even but number of impressions showed a much higher split for non brand. This was an area that HomeLet wanted to target as they increased their audience. By utilising the bloggers and the assests that we created, as well as social media shares, we knew that it was possible to increase sentiment and loyalty and that people would actively search for HomeLet instead of just generic insurance terms.

Following the first six months of the campaign the figures were beginning to change and by the end of the workflow branded clicks were up 64% and impressions were up 14% representing a huge increase.

We also tracked visibility throughout the campaign and following the placement of all 56 links the visibility of the brand started to soar, rising 65% in the final three months of the workflow.

We agreed with HomeLet that our campaign workflow would lead to an improvement of 15% in Organic Sessions (actually 35%), 25% in Organic Traffic (41%) and 50% in eCommerce (128%).

In terms of SEO, the response for this campaign was fantastic. In the areas that we targeted for YoY growth we are broken with ease. HomeLet's performance in 2016 increased as follows:

- Online revenue **+43.7%**
- All sessions **+24.8%**
- New users **+43.3%**
- Goal completions **+79.8%**

Another area where we have seen a huge improvement is in the keyword rankings. In total the last year has seen HomeLet climb the rankings for 168 keywords and long tail variations. In their four main areas of focus they aimed for first page, top ten positions, something that we achieved during the workflow period.

HomeLet	1	0
tenant insurance	2	Up 49
tenants insurance	3	Up 48
landlords insurance	5	Up 3
landlord insurance	7	Up 4

JULIAN CHARLES

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 over 60 years, the brand is now a multi-channel retailer with more than 140 stores across the UK.

Julian Charles' objective is to increase its market presence and effectiveness as an online retailer and we set some highly ambitious objectives.

WHAT WE DID

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. This holistic approach to setting strategies, budget and key deliverables has allowed us to support the client's overall online brand and messaging, while maximising the ROI of their ongoing search marketing activity.

ORGANIC SEARCH (SEO)

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

ON-PAGE CONTENT

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 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.

Our findings lead to us:

- Delivering a full keyword planning document.
- Creating additional content on category 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 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 front cover of the [eBook](#) we created for Julian Charles:





We moved house a few months ago and all the rooms seem to be coming together bit by bit. Our bedroom being the exception as we have totally neglected it, our bedroom always comes down pretty low in the list of priorities. We are lucky it is painted in neutral colours and we have total freedom with accessories and colours. I love all the edgy bits you can get in the shops at the moment, I've been on a spree and bought a few bits to brighten it up.

One of my top tips for a bedroom is to keep it neutral and then add whatever colours and designs you want. It's also easy to change the theme then too. I know in the winter I will want to have much warmer colours than I have now and will be changing it again, but will only have to think of accessories.

I have kept my bedding neutral just a plain white cover for now but I have seen some duvet covers on the [Julian Charles](#) website that have caught my eye.

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.

Social engagement results: 142K impressions and 57 mentions, which came from social influencer accounts with a large following of 1000-4999 followers.

PAID SEARCH (PPC)

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 meant we have been able to connect with not only their current audience base, but also new and future potential converters 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

Dynamic Search ads are often dismissed within the industry; however we came up with a structure that allowed them to run within the account purely for research purposes. We did this using extensive negative lists, regular negative expansion and regular building into the account. It worked very well in terms of driving traffic to the account at very little cost but also due to the segmentation we applied it also helped bring in revenue and highlight huge opportunities to be added into the account.

- Shopping segmentation

This year we tested a new system within Shopping Campaigns. Often, businesses have a lack of control over products that can be shown for certain search terms. As a result, often for generic searches, products can be shown which do not perform well for these types of searches and vice versa. We wanted to gain more control and came up with the idea of segmenting the products into individual ad groups, creating our own bespoke tools that would allow this for easy upload. This allowed us to start adding negatives to products that did not perform for certain search terms and therefore allow another product to show in its place.

- Shopping optimisation

Julian Charles offers a wide range of highly visual products so improving their online presence through Shopping Campaigns was highly important. When it came to Shopping feed optimisation, we used our bespoke software feedTRAX (part of the [TRAX Technologies](#) suite of tools we developed ourselves to more closely meet our clients' needs) to carefully ensure all attributes were correct and ready to be matched to users' search queries.

- Business data and localisation

We used business data to keep the 'local feel' of the company. We were able to promote information within ad copy based around delivery information specifically to that user's current location, improving click through rate.

- Remarketing lists

Using advanced remarketing segmentation facilitated through Google Analytics we developed unique and highly segmented lists and applied them in numerous ways including search remarketing and display remarketing.

RESULTS

We have not only stayed true to our objectives but we surpassed them. From the inception of the idea to the strategy and the implementation we have constantly over-achieved.

Since we've been working with Julian Charles, we've seen some fantastic results:

October 2016/2017 – YOY

- Overall sessions **+215%**
- Overall new users **+259%**
- Organic sessions **+68%**
- Organic conversion rate **+32%**
- PPC sessions **+64%**
- PPC conversion rate **+5.49%**
- PPC transactions **+558%**
- Social revenue **+80200%**

WHAT JULIAN CHARLES SAID ABOUT US

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

Tom Wilcock, Julian Charles

OXFAM

As one of the world's most recognisable charities with a portfolio that stretches internationally, we asked if it was possible to raise the national profile of the brand with the latest campaign. Back in 2016 Oxfam ran a campaign titled 'Dressed by the kids': but we wanted to know if we could do better with the 2017 campaign. Here's how we generated 76 million impressions and increased Oxfam's visibility...

ABOUT OXFAM

Part of a global movement for change, Oxfam seeks to empower people to create a future that is secure, just, and free from poverty. Oxfam uses 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.

Oxfam's purpose is to help with the creation of lasting solutions to their concerns and when they asked us to help them raise their brand profile, social media presence, online visibility and their revenue, we were only too happy to help.

CAMPAIGN OVERVIEW

For the Dressed by the Kids 2017 campaign, Click Consult was asked by Oxfam to build upon the success of the previous year's campaign and to promote awareness through social media, online influencers and blogs. This was done through Click's expertise in creating and nurturing blogger relations, social media and video creation.

OBJECTIVES

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 targets for the 2017 Dressed by the Kids campaign. Below is a representation of the targets that were agreed and the actual results delivered.

3 million social media impressions

Contact 200 influencers

60 influencers to post on social media twice throughout the campaign

1 Facebook Live video

3 blog posts

As well as achieving the targets set, the Click social team also achieved the following:

- 2 vlog posts
- 17 unique Instagram posts

HOW WE HELPED

The strategy undertaken for this campaign was in three waves, outlined below:

Wave one – Initial Communications

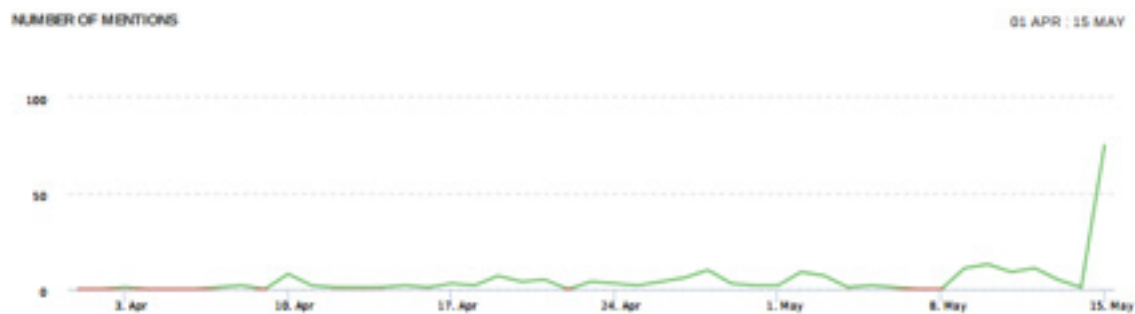
Dates: April 4th until May 26th

Click Consult started the initial wave of blogger and influencer outreach as per the agreed schedule (4th April). During this period, two bespoke email templates were created and approved by Oxfam, one for bloggers and one for vloggers.

These email templates provided information about the campaign and Oxfam as a charity, and were used to garner initial interest. They raised initial awareness for the campaign and excitement to take part in the campaign was fostered.

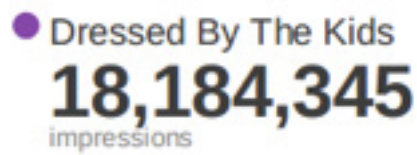
Along with the initial outreach, during this phase Click Consult also began creating a bespoke campaign video. The video and its launch were mentioned within the initial blogger/vlogger email template in order to encourage further engagement and campaign excitement.

During the initial wave, we began pitching to bloggers and ramped up our activity ahead of the agreed start date of 15th May. As you can see from the below graph, any bloggers who were engaged with before the change in schedule still created social activity and engagement during this pause due to the excitement and interest that had already been created.



As you can see from the above graph, when outreach was resumed on May 15th, there was a large increase in social mentions around the campaign hashtag (75 mentions compared to an average of 5 daily mentions prior to this).

During the initial wave, 594 bloggers were contacted by Click Consult, which in turn led to 62 bloggers agreeing to take part in the Dressed by the Kids campaign. This created further interest from their own social followings and saw impressions rise. Below is the total impressions for wave one.



(total campaign figures)

Wave Two – Release of Video and Celebrity Involvement

Dates: May 26th until June 10th

To coincide with Oxfam releasing the names of the celebrities involved with the campaign through national newspapers, Click Consult continued communications with the interested bloggers already contacted in the initial wave. These bloggers were provided with details of the celebrities involved as well as further details about the bespoke campaign video.

Click Consult also created social factsheets to ensure those participating had all the relevant information required to create their social posts. The factsheets included the campaign hashtag, Oxfam Dressed by the Kids landing page and social handles.



(total campaign figures)

Wave Three – Build Up & Participation

Dates: June 10th until June 16th

Those participating in the campaign were approached by Click Consult as a reminder that June 16th and the main campaign day was approaching. This reminder helped to encourage further social activity to build momentum around the campaign. It also allowed for the potential for the bloggers who were already taking part to convince their own social followings to get involved; further increasing the number of campaign participants.

Throughout the campaign Click Consult monitored the overall impressions for the campaign hashtag across Facebook, Twitter, YouTube, Google+, and blog posts.

● Dressed By The Kids
70,119,193
impressions

(total campaign figures)

As a result of Click Consult's outreach process further involvement and engagement across the campaign hashtag was noted following June 16th which led to the final impressions being:

● Dressed By The Kids
76,203,625
impressions

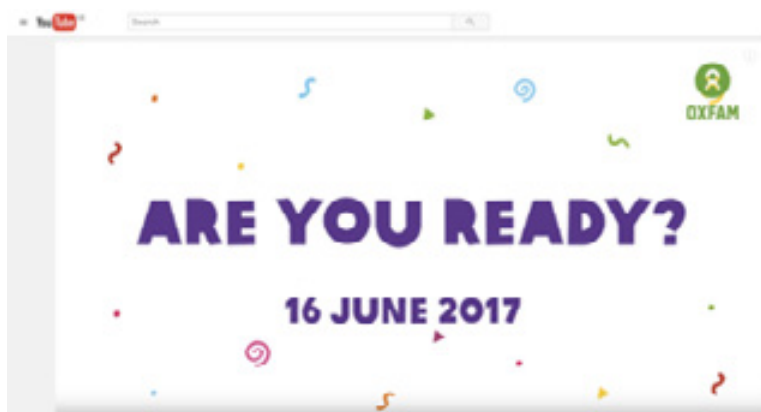
(total campaign figures)

Due to Instagram's privacy settings Click Consult are unable to incorporate the use of the hashtag on this platform within the overall impressions total. These were however monitored manually and 17 bespoke Instagram posts were created for the campaign.

ASSETS CREATED:

In order to get the best reach and visibility from the campaign we knew that we had to be creative at every stage of the workflow. Our research on the market and the types of people that were likely to engage with the campaign and share the information led us to findings that the following assets would work best:

- *Bespoke campaign Video*
- *Social media invitation visuals x 3*
- *Blogger social share fact sheet*
- *Blogger campaign fact sheet*
- *Bespoke blogger email*
- *Bespoke vlogger email*



[Watch the short film](#)

RESULTS

We wanted to improve on last year's 'Dressed by the Kids' campaign and the results in 2017 were very promising. This year we saw an increase that nobody could have predicted. 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.

Target	Achieved	Over-delivered
3 million social media impressions	76,203,625 social media impressions (as part of the wider campaign)	+2440% increase
Contact 200 influencers	594 influencers contacted	+197% increase
60 influencers to post on social media twice throughout the campaign	62 influencers posted twice throughout the campaign	3% increase
1 Facebook Live video	1 Facebook Live video	Target met
3 blog posts	11 blog posts	+266% increase

The SEO performance of the campaign was also successful seeing increases across the three main areas that Oxfam highlighted below. In their eyes the more visibility a campaign has the more likely they are to increase the volume and amount in terms of donations. All in all, the project was well received; it engaged bloggers and provided positive sentiment.

Metric	% Difference
Page Views	up 7.69%
Unique Page View	up 12.02%
% New Sessions	up 4.02%

Overall the campaign was a success, with Click Consult exceeding targets set, including social metrics, participation of social influencers and the number of unique blog posts that were created for the campaign.

The campaign was well received by the target audience and enabled us to collaborate with the audience outlined in the initial campaign brief - 'women aged 35-45 with children aged 4-11'. As well as meeting the target audience, Click was delighted to gain interest from dad bloggers too. This was a new audience for campaign and allowed the campaign to spread to a new and wider audience.

Participants were able to share their own photos and videos through social media, as well as the bespoke campaign video. The campaign video was very well received by participating bloggers and the wider campaign audience and reached over 8,000 views on YouTube.

Click Consult believe the social activity created was positive and successful. A total of 62 influencers took part in promoting the campaign. This assisted in exceeding expectations when it came to impressions, initially 3,000,000 impressions were expected but in total 76,203,625 impressions were reached.

As well as joining the conversation on social media, 11 influencers also created unique blog posts around the campaign and Oxfam as a charity. This surpassed the initial target of gaining 3 unique campaign blog posts.

Click Consult believe that social engagement around the campaign was successful in raising awareness of Oxfam as a charity and the Dressed by the Kids campaign day. The campaign also helped build relationships between established bloggers and vloggers across the UK and Oxfam which will allow a strong foundation for any future Oxfam campaigns.

LLOYDSPHARMACY

ONLINE DOCTOR

[Watch the short film](#)

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. 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.

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

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. At the top left is the logo 'Chill INSURANCE' with the tagline 'WE'LL TAKE IT FROM HERE'. To the right is the phone number '1890 30 20 20'. A navigation bar contains links for HOME, PRODUCTS, INSURERS, COMPANY, BLOG, and CUSTOMER CARE. Below this is a breadcrumb trail: HOME INSURANCE > FAQ'S. The main heading is 'Home Insurance Questions Answered' with a sub-heading '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?'. To the right is a sidebar with a 'GET A QUOTE' button, a 'Home INSURANCE' header with a house icon, and a grid of links for 'FAQ'S', 'HOME USEFUL NUMBERS', 'DOCUMENTS', and 'HOME INSURANCE QUOTES'. At the bottom right 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**.

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

ABTA

Two Campaigns - Huge Results



ABOUT ABTA

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.

THE BRIEF

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 – 35yr 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

HOW WE HELPED

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:

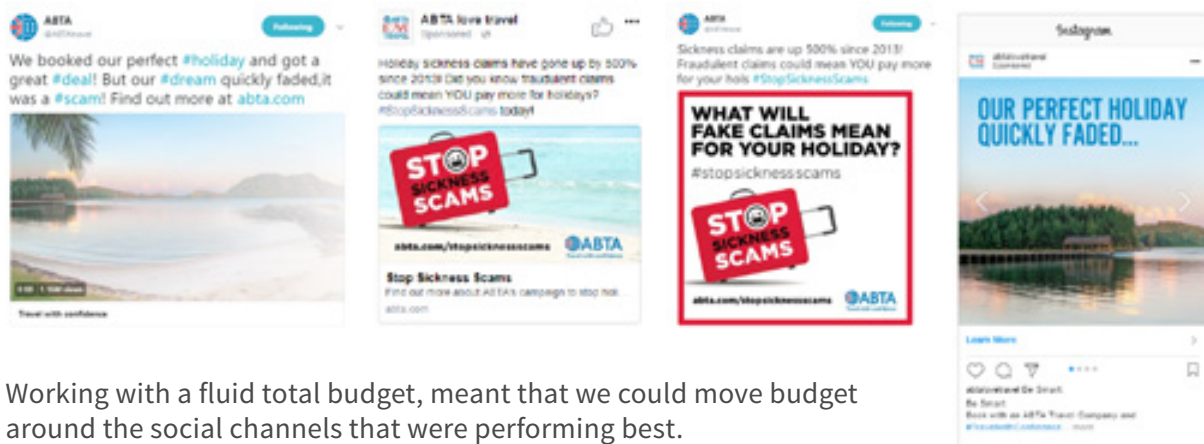
Primary

- Impressions / awareness of specific advertising benchmarked against last year's numbers.
- Engagement on social media channels (benchmarking 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. Some of our examples are below:



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

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*

*41.99% viewed videos to 100%; up from 20.29% last time the business utilised this service

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	2,292,529 impressions*

*89% viewed videos to 100%

OUR RESULTS V PRIMARY OBJECTIVES

- Impressions / awareness of specific advertising benchmarked against last year's numbers. **+32.9%**
- Engagement on social media channels benchmarked against last year's numbers. **+22.61%**
- 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)

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

Competing in a crowded marketplace is tough, even when your services are as good as Act-On's, but here at Click Consult we were able to deliver everything they were looking for and more.

Through intensive competitor and market research using our suite of company built, industry leading software, we were able to develop a deep and well characterised marketing persona before embarking on a PPC campaign which was aimed at adding a real third dimension to the company's interaction with their target market, increasing relevance and personalisation to really speak to their potential customers, making them aware of the great services Act-On could offer them.

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

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.



ST JOHN AMBULANCE

When the nation's best-loved first aid charity approached us to help improve their organic search visibility, we didn't let them down...

BACKGROUND

St John Ambulance is the nation's leading first aid charity, through which more than 400,000 people each year learn how to save a life. Its volunteers provide first aid in their communities, keeping people safe at events, and working alongside the NHS in response to 999 calls.

WHAT WE DID | ORGANIC SEARCH (SEO)

HOW WE HELPED

The charity campaigns to raise awareness of first aid and directly educate the public and looks to raise revenue through its website for these purposes. St John Ambulance engaged with us to help increase the search visibility of its website.

After carrying out a detailed phase of Discovery to analyse the client's current performance, marketplace, industry, customers and competitors, our team developed a bespoke organic search strategy that would meet St Johns Ambulance's objectives.

We then used monitorTRAX™, one of our in-house technologies, to address and improve technical on-page factors, and built up the website's link profile and authority through the creation of a high-quality content and outreach campaign.

THE RESULTS

Our work resulted in 44 of St John Ambulance's keywords appearing on the first page of Google, with 9 ranking at number one.

54.77%

INCREASE IN
OVERALL TRAFFIC

(MAR 2012 - FEB 2014)

162.84%

INCREASE IN
MOBILE TRAFFIC

(MAR 2012 - NOV 2014)

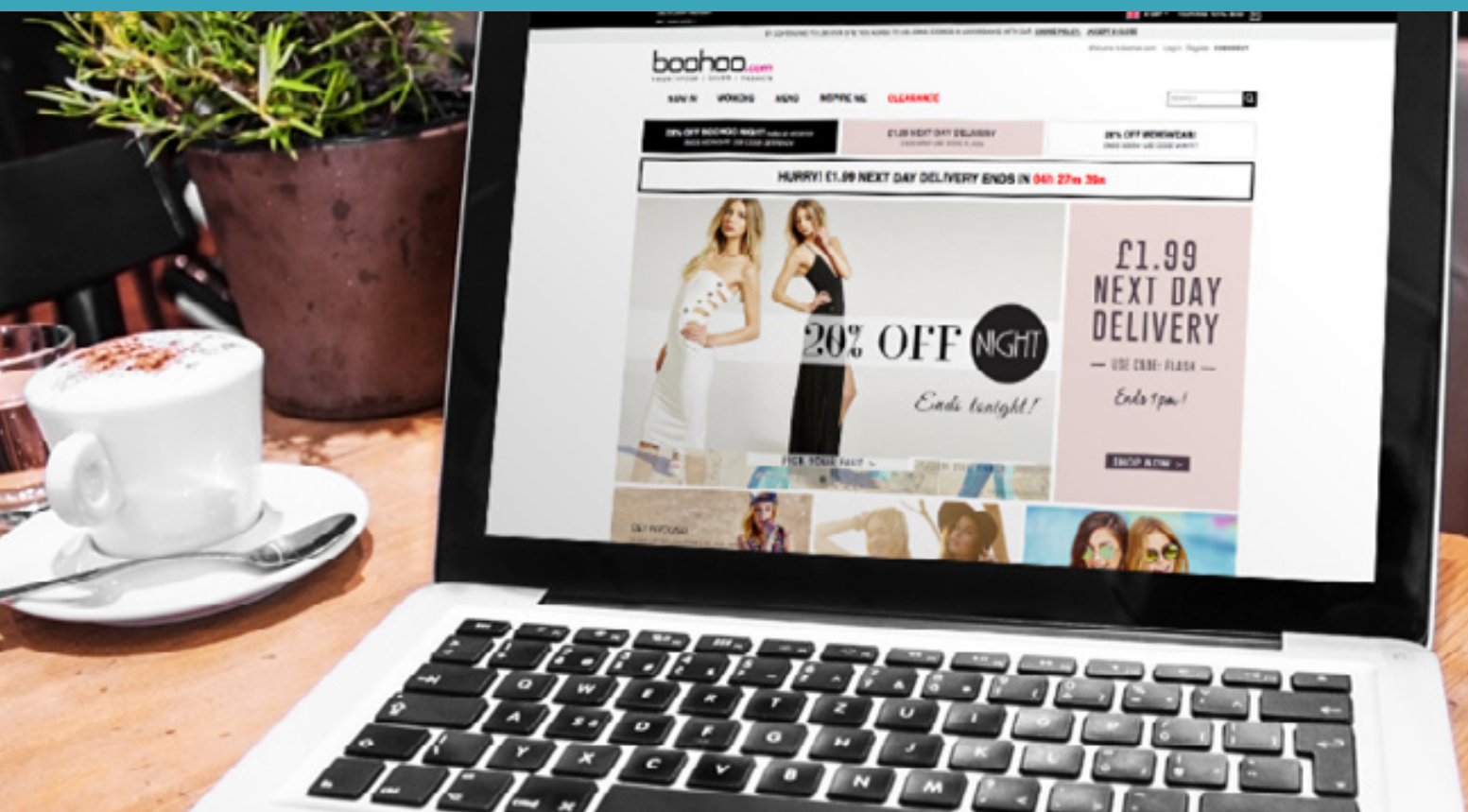
BOOHOO

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 in January 2012 after running PPC for 18 months and seeing indifferent results. In the last quarter of 2011, the 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.

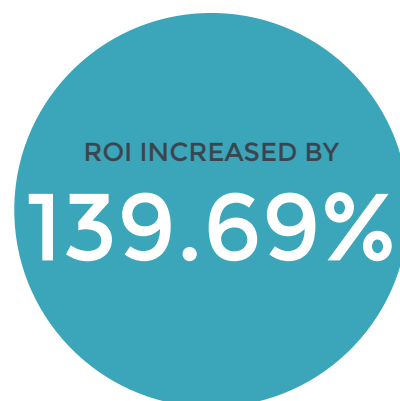
We began with a full audit of the account, tightening up the structure and focussing our targeting on the terms we knew were highly likely to result in a sale. We then started to build the account back up, building everything in an extremely tight structure that was conducive to improving quality score 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 than in January 2012, with ROI more than doubling.

THE RESULTS

Since we began working with Boohoo in January 2012, the brand has seen some excellent results:



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)

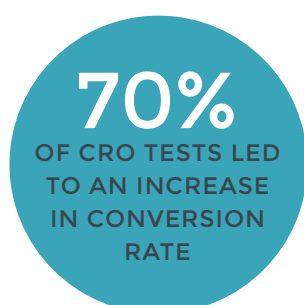
HOW WE HELPED

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



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

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

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.

SIMPLY SUPPLEMENTS

Our Organic Search (SEO) Team improved the backlink profile and on-page SEO performance of this industry-leading health supplement provider

ABOUT SIMPLY SUPPLEMENTS

Established over a decade ago, Simply Supplements has grown to become an industry leader supplying customers all over the world with premium nutritional supplements.

WHAT WE DID | ORGANIC SEARCH (SEO)

HOW WE HELPED

After an initial period of strategy development, which included an existing content review, competitor analysis and influencer analysis, we delivered an ongoing combination of [PR & editorial outreach](#) and [campaign outreach](#) by:

- producing high quality offpage content, such as blogs and press releases
- placing natural, organic links with relevant influencers and publishers
- providing ongoing consultancy for content creation and PR

Using [linkTRAX®](#), our in-house outreach management platform, we were able to maximise the organic search benefit of our campaign activity for Simply Supplements by identifying the most suitable publishers to work with and closely monitoring, analysing and tracking our progress.

We also performed our standard on-page audit on Simply Supplements' website, whereby our team of organic experts review over 75 technical aspects of a website, including coding practices, on-page content and meta tags, to optimise its performance.

THE RESULTS JANUARY 2013 - JANUARY 2014

4.4%
INCREASE
IN ORGANIC
SESSIONS

3.5%
INCREASE
IN NEW
SESSIONS

The improvement in organic traffic to the Simply Supplements website also allowed them to reduce their paid search spend.

DIVE MASTER INSURANCE

We achieved top rankings for all of Dive Master's search terms
and boosted goal completions by 133.33%

ABOUT SIMPLY SUPPLEMENTS

Dive Master Insurance provides specialist diving accident cover to sport divers, people going on diving holidays, dive professionals & instructors, as well as the dive trade, including dive centres, clubs and inland dive sites. Although the majority of traffic to Dive Master's website is from UK clients, it also has customers in Europe, the Red Sea, South East Asia and the Caribbean.

Dive Master approached us with the aim of raising their online profile and differentiating themselves and their niche products in the general travel insurance market.

WHAT WE DID | ORGANIC SEARCH (SEO)

HOW WE HELPED

A big focus of our organic search (SEO) campaign was to establish the Dive Master brand as an authority and a leader in its market.

Our strategy comprised a number of strands including on-page technical optimisation, blog creation and blogger outreach. This involved our organic search practitioners carrying out an in-depth technical audit of Dive Master's website using our in-house monitorTRAX® to examine elements such as coding practices, meta tags, content and use of technologies – making recommendations and implementing improvements as necessary to optimise its functionality and organic search performance.

In tandem, our writers and outreach specialists produced high quality on and off-page content on behalf of Dive Master, placing natural, organic links with relevant bloggers and influencers.

THE RESULTS

Our campaign enabled all of Dive Master's keyword to rank in the top 3 positions on Google and in addition...

89.5%

INCREASE IN
CONVERSIONS (YOY
SEPTEMBER 2013 -
SEPTEMBER 2014)

133.33%

INCREASE IN GOAL
COMPLETIONS (YOY
SEPTEMBER 2013 -
SEPTEMBER 2014)

49%

INCREASE IN
ORGANIC SESSIONS
(YOY MAY 2013 -
MAY 2014)

OXFAM UNWRAPPED

[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

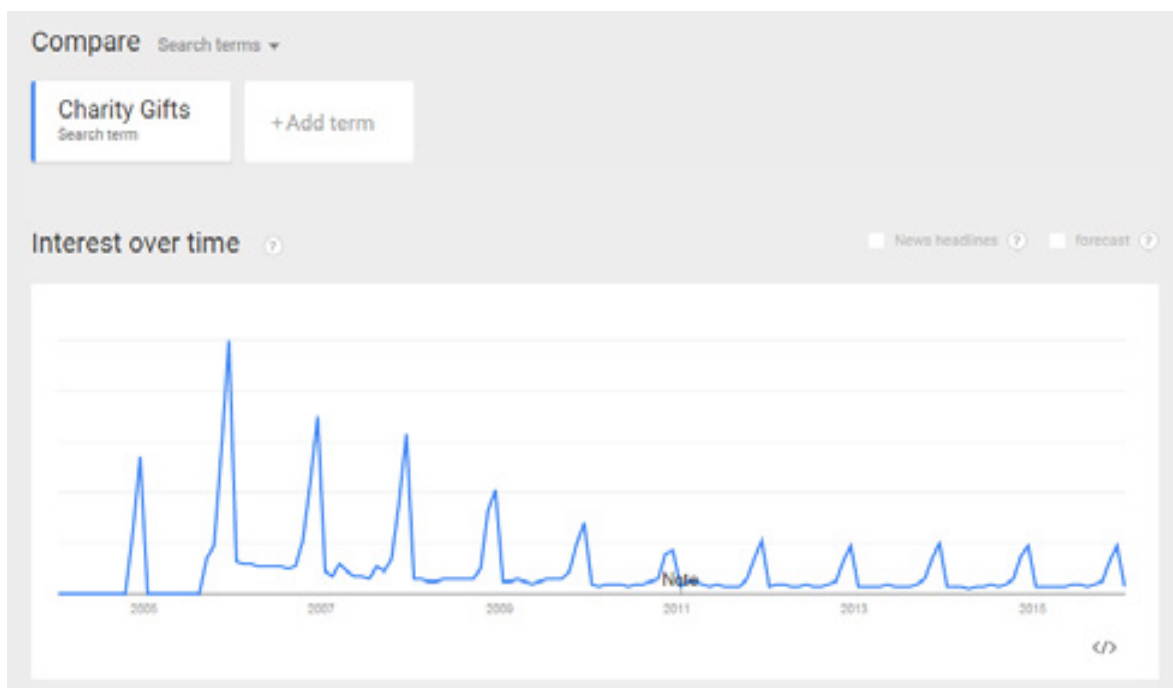
ABOUT OXFAM UNWRAPPED

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.

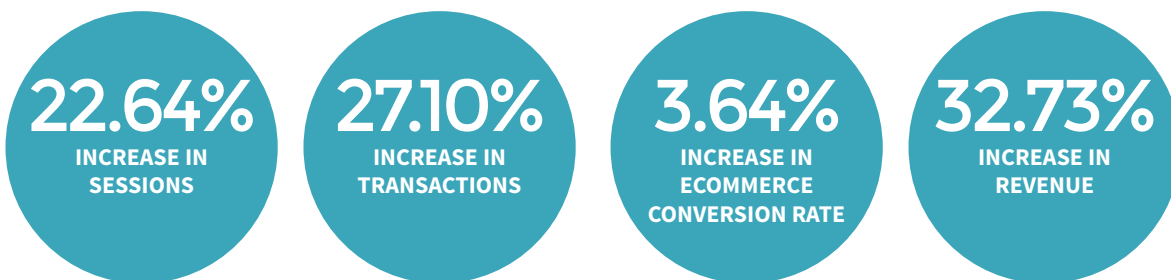
As Oxfam is a globally recognised brand, assets needed to be not only of great quality, unique and compelling, but also able to blend seamlessly with existing Oxfam assets and branding strategies. It also had to be dynamic enough to be regularly updated in order to take advantage of and build upon pre-existing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



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 | ORGANIC SEARCH (SEO)

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.

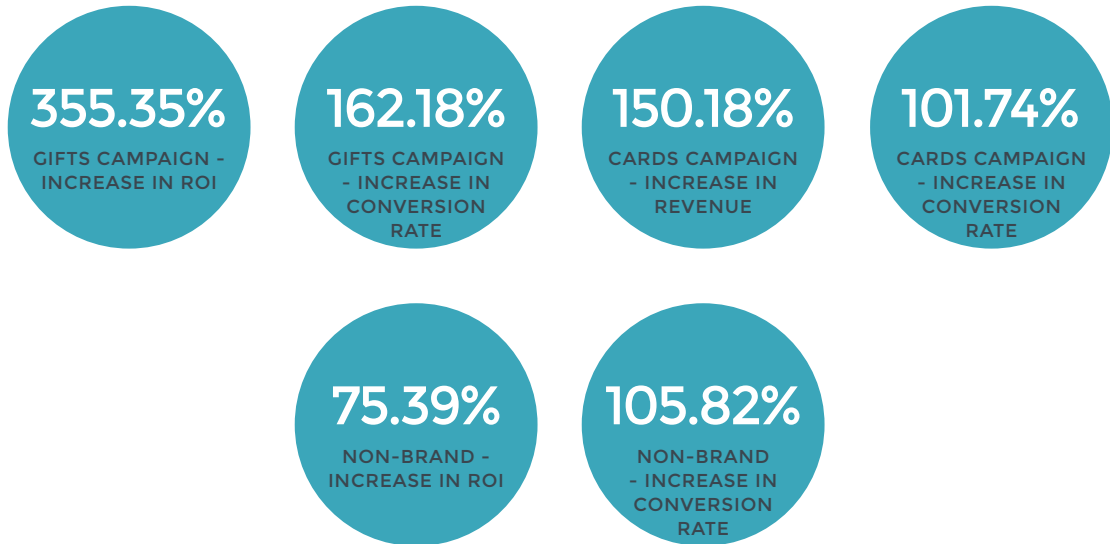
Our Premier Google Partner Status has allowed us to whitelist Truprint for a range of exclusive Google beta features that have had a significant impact and placed Truprint a step ahead of their competitors for when these features go, or have gone, live.

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 (2015 – 2016) 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

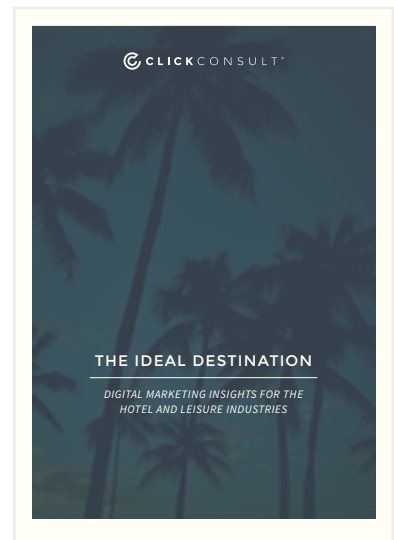
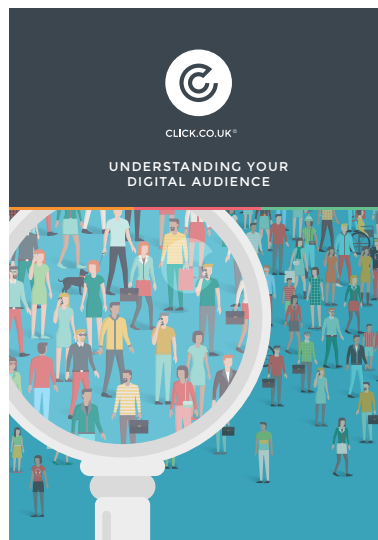
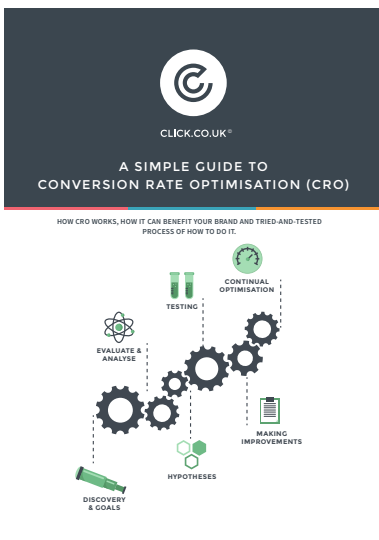


THOUGHT
LEADERSHIP

THOUGHT LEADERSHIP

We produce a range of industry-leading search marketing whitepapers and eBooks for our online audience.

A selection of these can be viewed below.



EXAMPLES OF
OUR CLIENT
CREATIVES

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

THE FOLLOWING EXAMPLES SHOW
WORK DELIVERED IN-HOUSE BY
OUR CREATIVE TEAM.

THESE HAVE BEEN USED
IN EITHER OUR CONTENT
MANAGEMENT PROCESS
OR WITHIN WEBSITE
INFRASTRUCTURE TO ENGAGE
WITH CONTENT OWNERS &
VISITORS ALIKE.

EACH CREATIVE IS BESPOKE
TO OUR CLIENT'S BRIEF &
COMMERCIAL OBJECTIVES

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



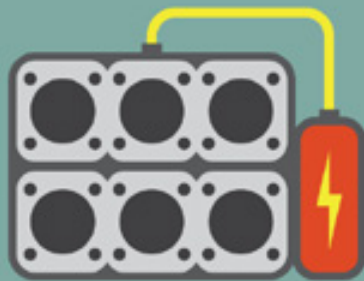
**F1 Mercedes Benz
AMG W06 Hybrid**

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**



OFFICE YOGA

It's over 5,000 years old and practised by millions of people around the world: we are of course talking about yoga. With our hectic 21st century lifestyles, time to re-energise and relax our bodies and minds is sadly lacking. Fortunately though, small changes to your routine can help to improve health, reduce stress and boost performance. Here are five feel-good yoga poses you can practise without having to leave your office desk.

CHAIR CAT COW STRETCH



WHAT DOES IT DO?

- IMPROVES POSTURE AND BALANCE
- STRENGTHENS AND STRETCHES THE SPINE AND NECK
- REDUCES LOWER BACK PAIN

- 1.** Sit on a chair with your spine stretched and both feet flat on the floor
- 2.** Inhale: arch your back, look up, push your belly forward and shoulders backwards. This is cow position
- 3.** Exhale: round your spine, bring your shoulders forward and look downwards. This is cat position
- 4.** Continue moving between cow on the inhalations and cat on the exhalations for five breaths

28% OF REPORTED BACK PAIN IS LOWER BACK PAIN

CHAIR RAISED HANDS

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.



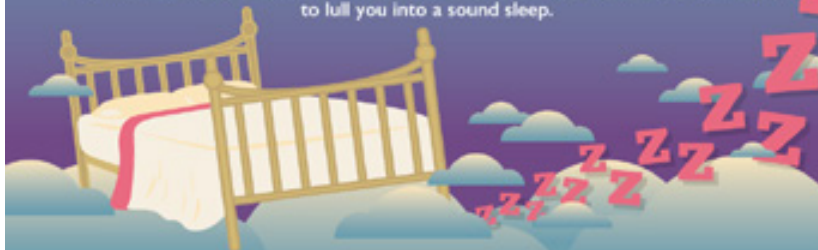
21% don't get enough sleep

4% oversleep

75% get enough sleep

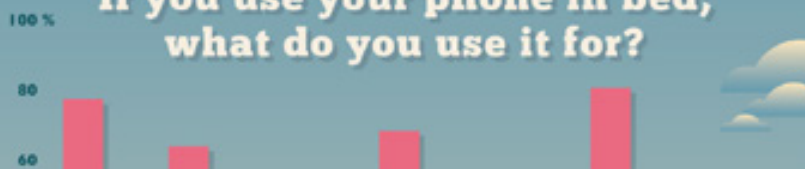
A comfortable bed

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?



the PERFECT PAIRS

TEST YOUR SHOE KNOWLEDGE

Some shoes are so special and so well loved by a certain group or individual that they become synonymous with them. Test your shoe knowledge by matching these iconic shoes with their famous wearers.

1

the CONVERSE



- Who wore these basketball shoes so often that in 2008 the brand launched a limited edition shoe dedicated to them (much to many fans' dismay)?

2

the RUBY SLIPPER



- Need to get home in a hurry? Simply don these shoes and click your heels three times like this young adventurer.

3

the HUNTER BOOT



- Which boho trendsetter is often spotted strutting their stuff at Glastonbury in these quintessentially British wellies?

4

the BLACK & WHITE BROGUE



- Which snappy dresser was known for their penchant for expensive black and white brogues?

5



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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

8000 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 sanitation 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 sanitation.

WHAT A REGULAR DONATION CAN DO

£1 A DAY CAN PROVIDE

£5 CAN PROVIDE SOAP TO HELP

YOUR LIFE-CHANGING SUPPORT

A NEW WATER TANK PROVIDES ENOUGH CLEAN WATER TO COOK WITH FOR 1000 PEOPLE A DAY. THE COST: 100000





Top Tips To Transform Your Bathroom

Bathrooms have to be practical, but with a creative imagination and a splash of personality they can become the epitome of luxury. Be inspired by some of the most stylish accessories around and find out the most prized items of influential design bloggers.

A Stunning Bath



It's easy to make a huge change to your bathroom with only one feature - your bath. For a real wow-factor invest in a freestanding tub.

"Nothing beats the glamour of a freestanding bath."

Lucy. www.lishconcepts.com

Luxurious Towels

It's the little touches that bring a room together. Compliment your colour scheme with a matching set of soft and cosy towels and benefit every time you shower!

"It is always a conversation starter!"

Nadia. scandinummy.com



Beautiful Storage

Practical furniture doesn't have to be boring. Paint your old shelves or spice up a vintage vanity unit for a an easy and gorgeous addition to your bathroom.

"Makeup and bathroom bits can



DIVORCE in numbers

Revealing the figures behind the most extreme divorces

Divorce can bring out the best and the worst, but it's the numbers behind the drama that really make signing the papers nerve-wracking.

BIGGEST DIVORCE SETTLEMENT...

£2,960,000,000

Dmitry Rybolovlev was ordered to pay this eye-watering sum to his ex-wife Elena.

Don't worry though, he's a multibillionaire and is still fighting to get the settlement lowered.

SHORTEST CELEBRITY MARRIAGE...

55 HOURS

It's no surprise that Britney Spears' Vegas wedding to Jason Alexander takes the top spot. Sometimes you just know it's not meant to be.

OLDEST DIVORCEES...

Married for **77 YEARS**, the oldest couple to split were a 99 year old Italian man and his 96 year old former wife. He divorced her after finding out about an affair she had in the 1940s.



MOST MARRIAGES...



This title is held by Baptist minister, Glynn Wolfe. His last wife, Linda, holds the title for the woman with most marriages (23). Their final



Since mums and dads get their own special day each year, it only seems right that we acknowledge how great our grandparents are too.

This year, **Sunday 2 October** marks **Grandparents' Day** in the UK - a time for you to celebrate, appreciate and show your elderly relatives with love and affection. To make 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

So that your grandparents can celebrate in style, why not treat them to some new clothing?

From fashionable cardigans to stylish shirts and blouses, Chums menswear and womenswear offer a whole host of clothing items and accessories for you to choose from.

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

Top Tip 2

KIT THEM OUT WITH GARDENING GEAR

If your grandparents are self-proclaimed 'green fingers', you could kit 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 time spent in the garden.

An illustration of a young child climbing a large green beanstalk. The child is wearing a green shirt and grey shorts. Below the beanstalk, an elderly man and woman are looking up at the child. The man is wearing a brown sweater and the woman is wearing a green dress with white polka dots.



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 the funniest 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 pictures to showcase the best bits. This way you avoid repeating similar photos. Besides, as you relive the memories, other moments will come flooding back.



As a project, why not take a photo of your little one every month for a year, so you can see the difference as they grow?



Create The Perfect Layout

Give your pictures breathing space. Don't try and crowd too many

SLEEPING WITH
A BAD BACK



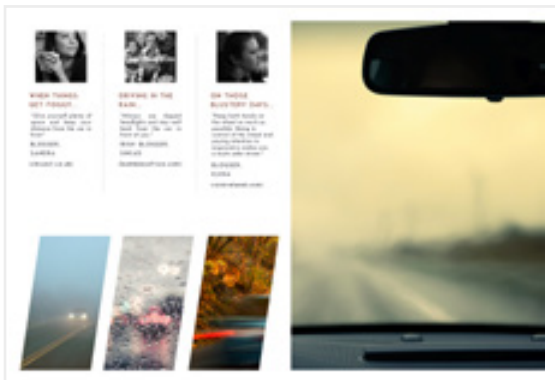
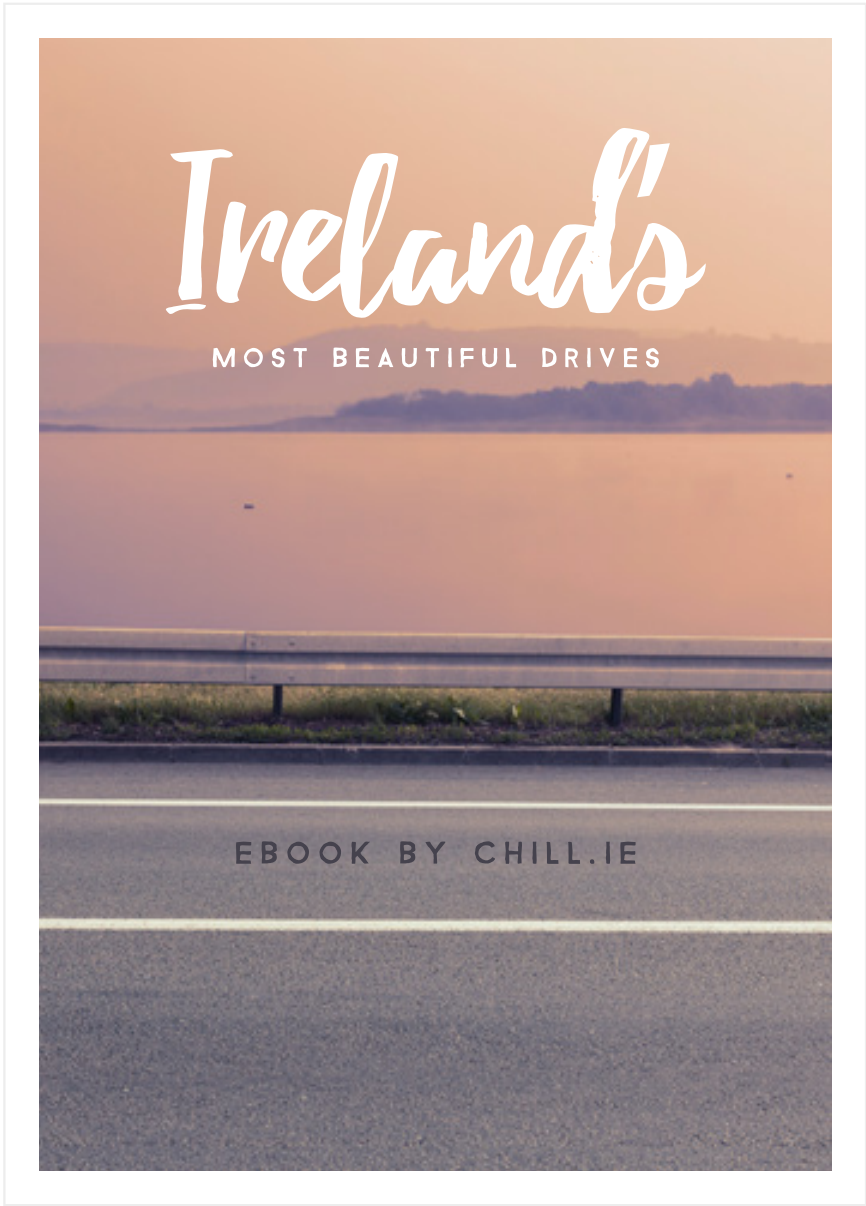
YOUR ESSENTIAL GUIDE TO ALLEVIATING PAIN



LIVING AND
SLEEPING WITH
ARTHRITIS

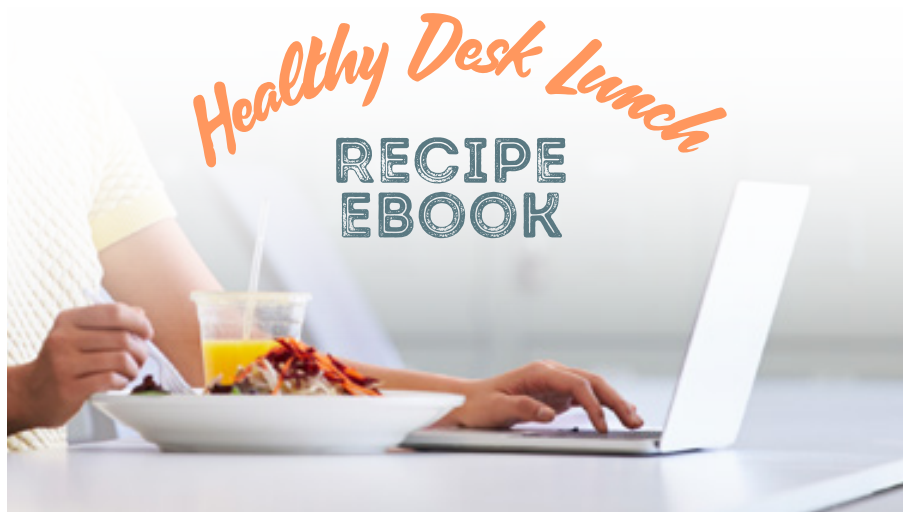
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presents



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

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

Truprint

“Having worked with Click consult for some time now, I can thoroughly recommend. Their knowledge of SEO is second to none and we have achieved fantastic results since we started working together.”

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

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





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CLICK CONSULT LTD

WILLOW HOUSE, HOOTON ROAD,
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WWW.CLICK.CO.UK
0845 205 0292

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