



A BEGINNER'S GUIDE TO VIDEO MARKETING



CONTENTS

INTRODUCTION.....	3
WHAT IS VIDEO MARKETING?.....	3
HOW BIG IS THE VIDEO MARKETING INDUSTRY?.....	4
WHAT ARE THE BENEFITS?.....	5
VIDEO ON A BUDGET.....	5
SOCIAL MEDIA VIDEO.....	6
STORIES.....	7
CASE STUDY: J.CREW'S FASHION FORWARD PRE-SALE.....	8
IMPLEMENTING AN EFFECTIVE VIDEO MARKETING STRATEGY.....	9
HOW TO PERSUADE YOUTUBE TO RECOMMEND YOUR VIDEO.....	9
YOUTUBE ADVERTISING- THE RULES.....	10
TYPES OF VIDEO CONTENT.....	11
CASE STUDY - PEWDIEPIE.....	13
WHICH PLATFORMS?	14
LIVE STREAMING.....	15
WHAT ARE THE BENEFITS OF LIVE STREAMING?	16
LIVE STREAMING STRATEGY	17
VIDEO MARKETING AND SEO.....	18
VIDEO ADVERTISING (PAID SOCIAL).....	18
YOUTUBE ADVERTISING.....	19
IN-STREAM VS OUT-STREAM.....	20
MEASURING SUCCESS.....	20
CASE STUDY: ON THE TOOLS.....	21
WHAT DOES THE FUTURE OF VIDEO MARKETING LOOK LIKE?.....	22

INTRODUCTION

According to the latest research video marketing is the [fastest-growing](#) form of marketing and businesses are enjoying huge benefits from it.

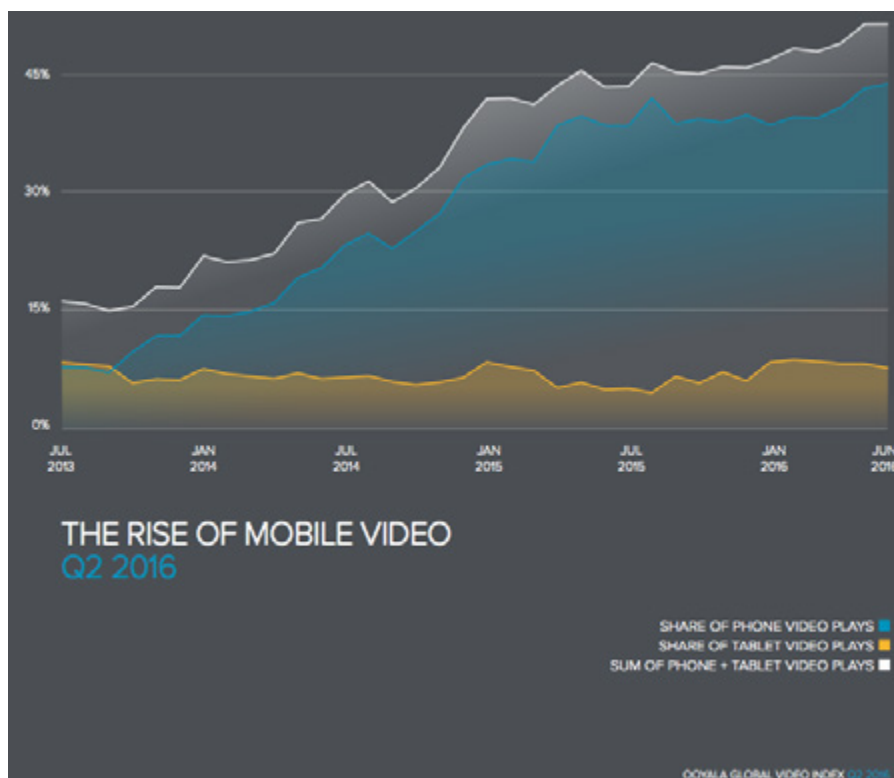
Plus, it allows you to present a viewer with 1.8 million words in just one minute, video is preferred among most web users.

Consumers spend huge amounts of time watching videos online and not just the pre-roll ads that appear before television shows or streamed content. If you can master this medium then your business will be in the best position to succeed in the digital age and improve both your search rankings and return on investment.

WHAT IS VIDEO MARKETING?

Unlike some of the more complex or industry specific terms, video marketing is one of easiest to understand. In essence it is the technique of incorporating videos into your marketing activity in order to promote a product or service, encourage brand awareness and to build consumer trust.

As well as adverts or promotions, businesses are also using this rich form of highly shareable media to deliver consumer testimonials or product reviews and thanks to updates in technology and streaming, they can broadcast live.



HOW BIG IS THE VIDEO MARKETING INDUSTRY?

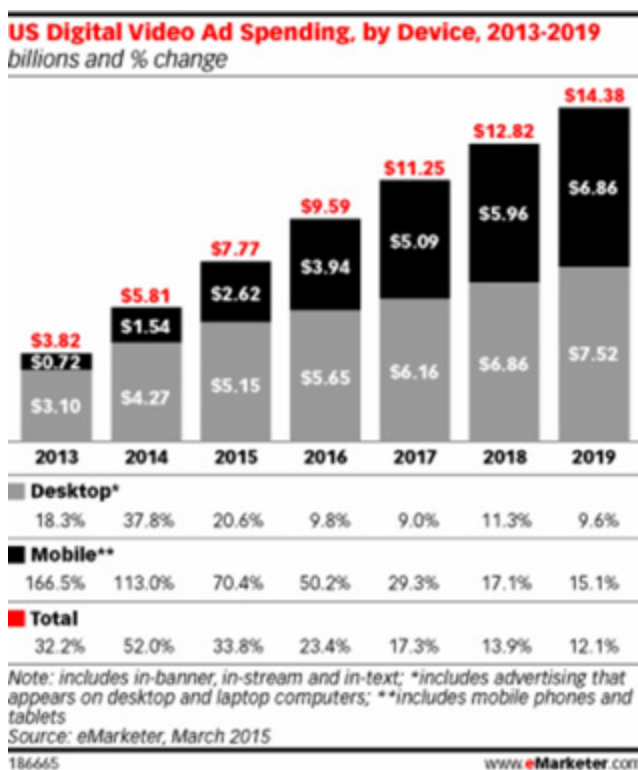
Video marketing represents a huge opportunity for businesses to improve their position both online and within their industry.

According to the latest insights from [Forbes](#), video is projected to claim more than 80% of all traffic on the web within the next two years and this is something that businesses can little afford to miss.

With this in mind, we spoke to Jacob Booth, Campaigns and Social Executive at Click Consult, about how he viewed the industry and the importance of video. He told us:

“Video is the most dynamic way to reach your customers. More than any other type of content, video has the ability to inspire, excite and entertain, making it perfect for building a narrative about your brand and beginning conversations.

“Live video has also gained in popularity over the past year, making it easier than ever to interact directly with your audience.”



WHAT ARE THE BENEFITS?

There are many benefits of integrating video marketing as part of your overall strategy and the rewards you can gain financially and in terms of your ranking on the search engine results pages (SERPs) are huge. Here are some of the main benefits.

Versatility. Beyond YouTube and other social media platforms, marketers are enjoying success across a variety of different channels, including embedding in emails or home page 'explainer'. The latter is surprisingly under-utilised – only 45% of businesses have an explainer video on their home page but, of these, [83% say it's effective](#).

Conversions and sales improve dramatically when video content is added to your marketing activity. Businesses can expect to see an increase in conversions of around 80% according to [Eyeview Digital](#) and those conversions not only draw consumers to a brand but nurture them until they become actual buyers.

Once you have an engaged user who is at the end of a buyer's cycle, then a video is a good way of sealing the deal. In depth videos that give the user all of the information that they require lead to a [74% increase in actual purchases](#).

Another major benefit of using video in your marketing strategy is that it is often considered as one of the best mediums for generating a high ROI. The nature of video means that it is highly sharable and the actual cost of distribution therefore are very little for something that can reach a large audience.

VIDEO ON A BUDGET

Many businesses have been put off in the past by the perceived high cost of making a video. First of all you had to have the camera, the computer software and the editing facilities with which to make the video as well as professionals to operate such equipment.

In today's climate this isn't the case, high quality videos can be made at a much lower cost and as technology develops it is possible to operate, film, edit, publish and share videos on smart phones and tablets quickly and in some cases instantly.

SOCIAL MEDIA VIDEO

We all know the benefits of social media and the importance it plays in terms of getting messages over to current or potential clients. Some of the biggest brands in the world are taking over social media platforms with their videos and not just in the advertising sense. Whether it's video on Facebook, Twitter, Snapchat or YouTube, the content you need to be thinking about creating and marketing on social for your business is video - social video [generates 1200% more shares](#) than text and images combined.

'Facebook watch party' allows members of groups to watch live or recorded videos and interact with other viewers/members whilst watching. If you're a business who runs a group alongside your page, it's a great opportunity to host videos directly to your 'fans' in the style of Q&As, informative pieces or 'behind the scenes' look at the business, and being able to respond and interact with viewers at the same time.

One of the fastest growing platforms of the last few years is Snapchat where the daily views are now in the billions. For those that don't know the platform offers users and brands the chance to send time-sensitive photos and videos. The social buzz that can be created around these ads is huge and over the last few months Snapchat has continued with the roll out of bespoke, branded filters. These filters offer not only the chance for businesses to show their products, logos or taglines, but to show celebrity endorsements and users interacting with the brand live. Below is an example:



Another one to watch is Instagram's IGTV. Eventually one to compete with YouTube, this addition to the app allows you to broadcast live or previously recorded videos, up to an hour long, straight to your follower-base. If you're a consumer, it works in the same way as television in the way that videos begin straight away and you're able to flick through channels (users you follow), and search functions to discover more. Obviously you'll be viewing the videos on your phone so it's functioned to play them vertical and full screen, making it easier and quicker to engage with.

Jameson Whiskey adds its product shot for a St Patrick's Day promotion

STORIES

Snapchat (the pioneer), Instagram and Facebook (as the Whatsapp and Messenger messaging platforms) all have a 'Stories' feature and this key way of sharing content offers a creative, engaging shift in visual storytelling.

What are the benefit of stories? Stories allow you to keep a your content (video, images, sound and/or text) together in one place that you can update throughout the day. They also suit our lifestyle and our sharing habits – and the stats are showing that it is a format that's here to stay, and which is being updated all the time.

If you're a Stories newbie, we'd recommend starting off with Instagram Stories as it has a great range of tools, including a two-person live streaming option, that allows users to invite another user to join in on their live video. Instagram has also enabled its users to include external links in their stories prompting more brands to advertise on the platform.

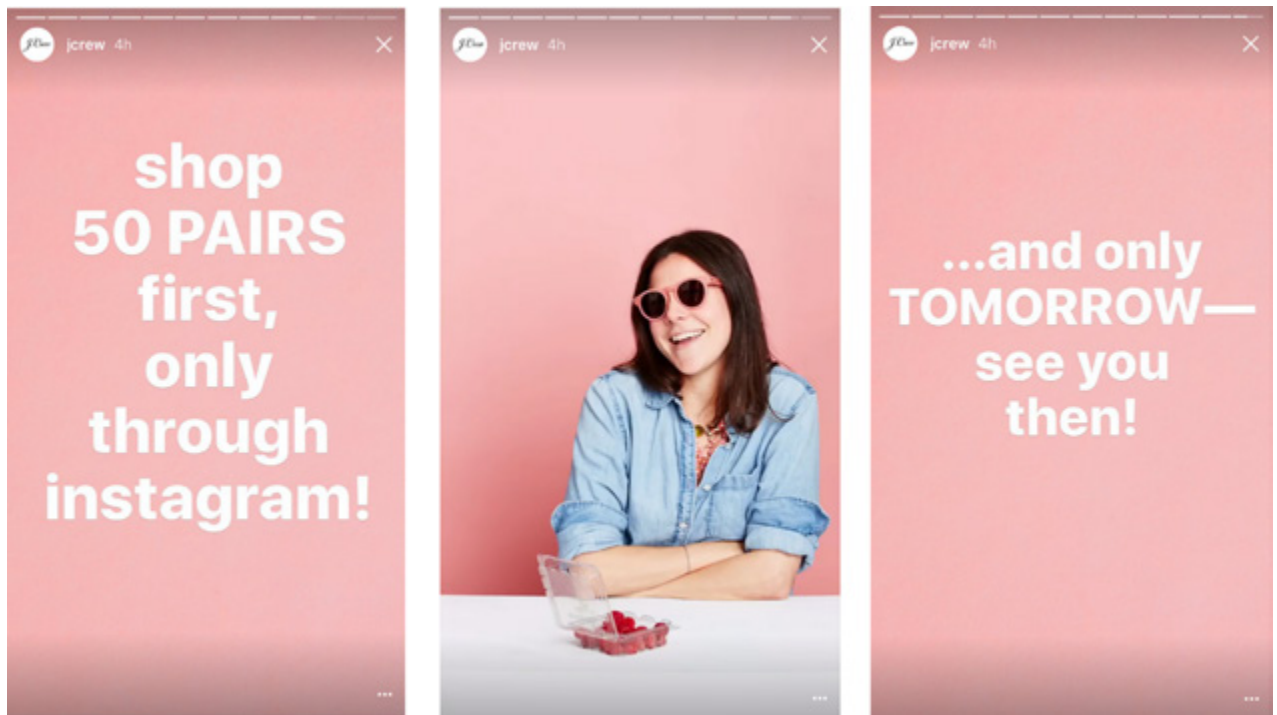
One of the industries jumping on the trend is retail as the format is perfect for timing with openings and sale days. Unless you actively choose to save your stories, they're only available for 24 hours, useful if you're running a limited time only offer or a contest. The format is also a slick way to reward existing followers for their loyalty and engagement by creating a sense of exclusivity.



CASE STUDY: J.CREW'S FASHION FORWARD PRE-SALE

The clothing company treated its attentive social media users to an exclusive pre-sale of its new Jane in Pink sunglasses through Instagram Stories. [J.Crew](#) teased the launch of the new rose-coloured sunglasses with a pink-themed photoshoot featuring staffers sporting the new style.

With only 50 pairs of the new sunglasses available during the pre-sale, the company created a strong sense of urgency around the limited-time offer.



IMPLEMENTING AN EFFECTIVE VIDEO MARKETING STRATEGY

There are many ways for a business to implement video marketing into their operational strategy but the most important thing to do first of all is assess both the aims of any information that you publish and the audience that you want to reach.

As with any other marketing activity it's vital to have a full understanding of your target audience. [Download Understanding Your Digital Audience](#) for more detailed insights on this subject.

One of the most important things when it comes to ensuring the best possible results for your videos is to make sure that they are not only optimised for mobile but for SEO purposes. You can do this by adding in creative titles and descriptions. For the text title you should make sure that you use all of the keywords that you want the video to rank for and remember not to forget to include your brand or business too. In ultra-competitive markets you might not get the number one spot but it is worth remembering that related videos also receive high traffic volumes and can help your overall SEO performance. Adding tags are also important as they give more crawlable information to the search engines.

The description of the video is crucial. You have 5,000 characters, which is a lot, so use all that space to write as much about your video as possible. Because user ratings and views play a factor in your search rankings within [YouTube](#) (and therefore Google), make sure to ask for people to rank your video, but also share and embed your video.

HOW TO PERSUADE YOUTUBE TO RECOMMEND YOUR VIDEO

YouTube's Recommendations drive more than 70% of what we watch, keeping mobile users watching for more than an hour at a time.

No longer do users have to wade through a lot of random content to find something that met their needs. Nowadays, YouTube's become adept at surfacing relevant content – often that you didn't even know you were looking for – and presenting them as a feed in the form of Recommendations.

These prominently displayed Recommendations are generated by the platform's algorithms, and personalised based on what you're watching, have watched or liked in the past and what you've searched for – even, according to The Verge, by device (recommending shorter videos for those watching on mobile, for example).

In an online world practically drowning in content, Recommendations are a welcome filter for many, with immediacy, relevance and convenience key to an improved experience. YouTube reports that the click through rate for Recommended Videos is 207% higher than for Most Viewed Videos.

Optimising your YouTube content to appear in Recommended lists hinges on many of the same principles as for SEO. A key difference is that any appearance in Recommendations is likely to be only temporary, so the onus is on remaining there as long as possible.

- Write a detailed description for each video using contextual keywords that demonstrate why your video is relevant to range of different searches. According to Fresh Egg founder Neil Patel: “Long tail keywords are as important on YouTube as any other site as they allow you to provide specific information on five-to-seven-word key terms through the usage of contextual information.”
- Don’t miss the opportunity to optimise all of your video meta data; (as well as the description, this includes your video’s title and tags).
- Create compelling thumbnails.
- Carry out careful [keyword research](#). YouTube is the second most popular search engine after Google – and the basic rules of keyword research for SEO apply.
- Length is strength. According to research by [OOyala](#), long-form content—greater than 20 minutes in length - now represents the majority of time spent watching video across all screen sizes.
- Create playlists on specific topics to create a more immersive experience. Consider curating others’ content for variation.
- Create a consistent flow of high quality videos, in terms of both engaging content and slick presentation (According to [Quick Sprout](#), most popular videos are shot in at least 1080p).
- Add interactive commentary to your videos using YouTube Annotations to emphasise your call to action, such as watching further videos, subscribing to your channel or visiting your website.

YOUTUBE ADVERTISING- THE RULES

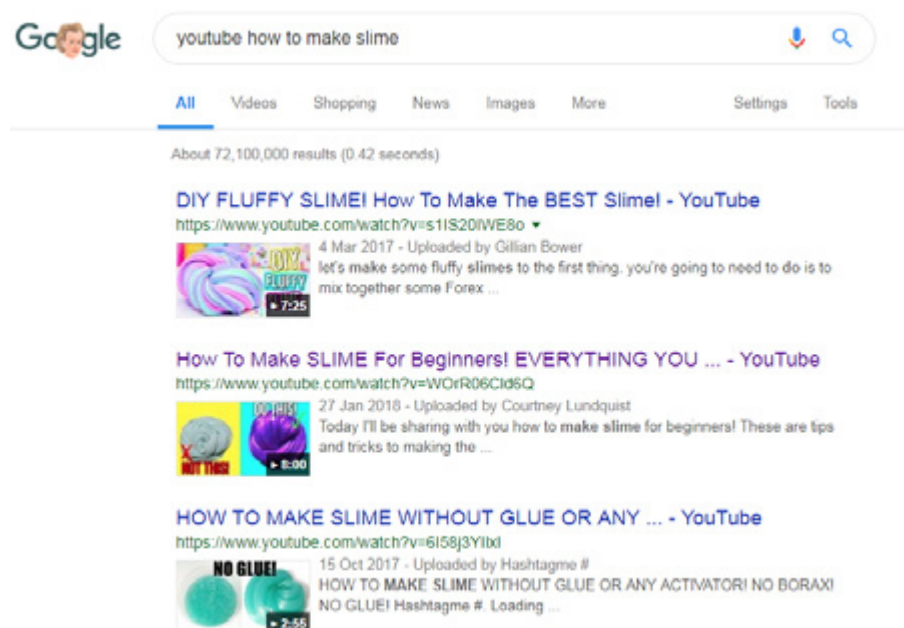
In terms of the broadcasting and sharing options of a video, especially if YouTube is your platform of choice then these are the rules and settings you should follow in order to rank highly:

- **Privacy:** Marketers may set videos to private while working on them prior to an official launch date or campaign, just don’t forget to later set them to public.
- **Comments:** It’s up to you whether you want to enable comments. Just remember: if you disable commenting, users will go elsewhere to talk about your video, your brand, or your message.
- **Video responses:** These help boost views because they are automatically linked to your original YouTube video.
- **Ratings:** These have a direct impact on your rankings, so make sure you set this to “yes.”
- **Embedding:** Blogs and social media shares really boost views, and help your message get to new audiences outside of YouTube, it’s a good idea to keep this enabled.
- **Syndication:** Again, anything to boost your views will help your video rank higher in YouTube and Google, so keep this enabled.

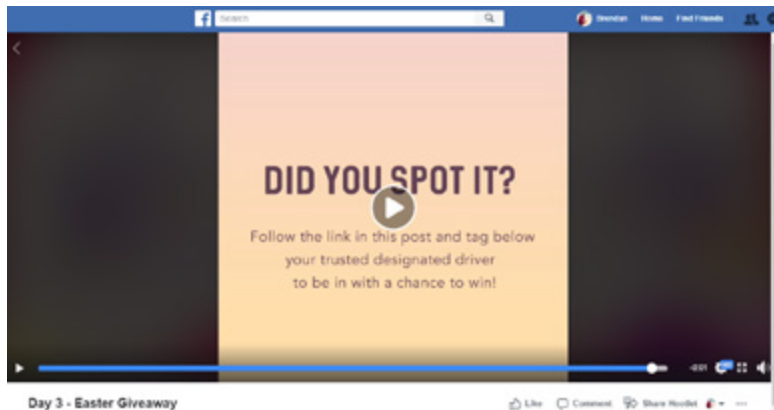
TYPES OF VIDEO CONTENT

So what types of video are most popular? Of course, this will depend on your brand's offering and 'personality', target audience and what it is you're looking to achieve. Here are some of the most popular.

- **Virtual reality (VR)/Augmented reality (QAR)** - Beer brand Dos Equis is well-known for producing immersive customer experiences in the form of 360-degree virtual reality videos, including one that allowed viewers to use their mobile devices to get involved in The Most Interesting Man's Halloween party. Here's a [compilation of the videos](#), (courtesy of [Pringlechip2](#)).
- **Interviews, Q&As and testimonials** - Both visual and auditory, video appeals to all types of learners and is easier to recall. It can help bring your brand's stories to life. People who watch a video remember 95% of a message compared to only 10% when they read it in a text (Campaign Monitor).
- **Behind-the-scenes** – great for creating trust, conveying authenticity and making your brand more relatable.
- **Line-up announcements and product launches** – This type of content particularly suited to live streaming (more on live streaming later), helping to build up anticipation before the event and generating FOMO (fear of missing out).
- **How-to** – Quite often, people prefer to be shown rather than told. One of the biggest strengths of video marketing is that it's highly visual and auditory, which means it's easier for many users to remember than text-based content. You only have to look at the popularity of video about making slime; if you type "YouTube how to" into Google, it's the first thing that comes up on autocomplete – and returns over 72 million results!



- **Vertical content** – With Instagram’s launch of IGTV, which is expected to grow, and YouTube introducing vertical functionality on their site, plus Instagram stories popularity growing more than ever, it’s time to take note with your own social media videos and create video content in vertical mode when it comes to the more ‘authentic’ style videos.
- **Interactive** – games, quizzes etc. [People love to be entertained](#) and it makes your brand stand out from the crowd. Interactive content is also highly shareable, spreading your message even further.



We produced this interactive contest for [Kwik Fit’s promotional campaign](#):
... and [a festive game](#) that has appealed to the competitive streak in their followers:



- **Vlogging and eLearning** – Particularly relevant if showcasing expertise and demonstrating thought leadership is part of your marketing strategy. Live video is more appealing to brand audiences: [80% would rather watch live video](#) from a brand than read a blog, and 82% prefer live video from a brand to social posts.

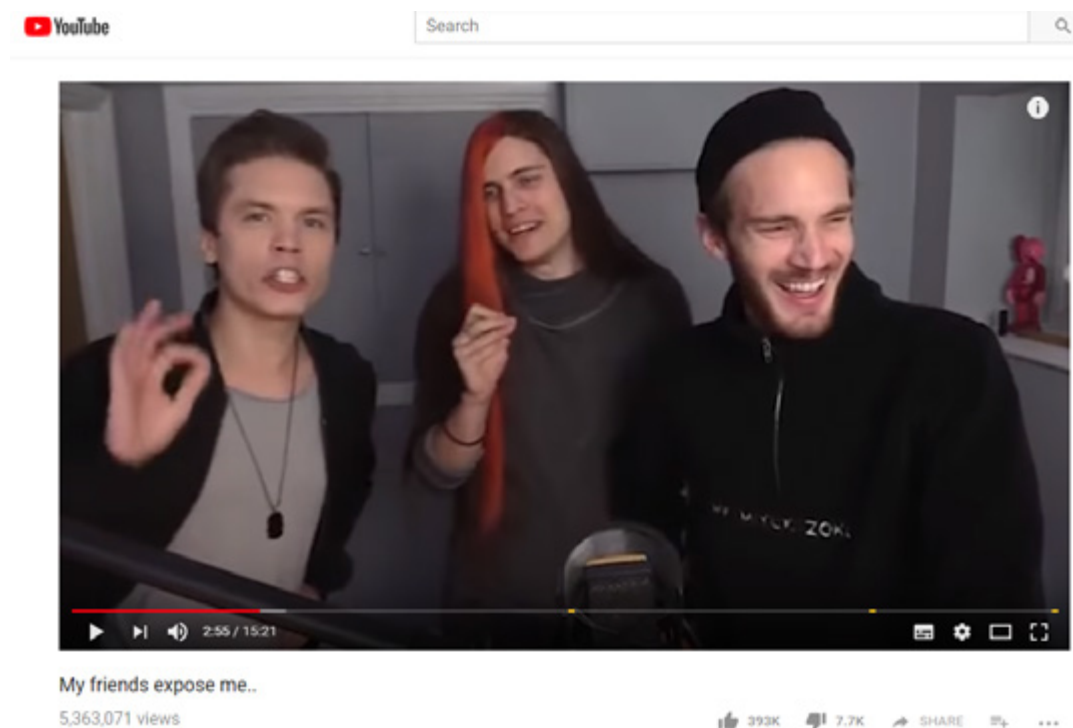
CASE STUDY - PEWDIEPIE

Swedish video-gamer and YouTuber, Felix Kjellberg – better known by his online moniker of PewDiePie started playing games online and giving his followers a running commentary and walkthrough. The vlogs became increasingly popular and the 21 year old decided to give up on his education to become a full time YouTuber.

His risk was instantly rewarded.

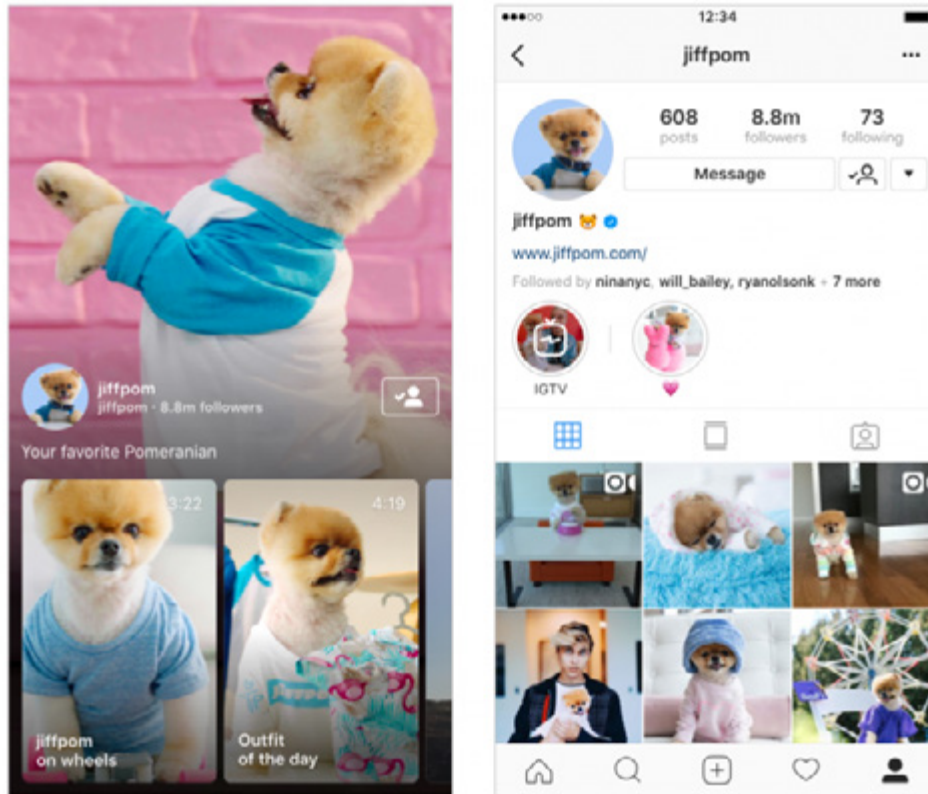
Felix and his Let's Play posts expanded beyond every prediction. He branched out on the type of content he was producing and quickly gained 60,000 subscribers. In July 2012, the channel reached 1 million subscribers, and it reached 2 million subscribers in September 2012. In October 2012, OpenSlate ranked the PewDiePie channel as the #1 [YouTube](#) channel. PewDiePie earned coverage in The New York Times after surpassing 6 million subscribers mark before hitting the 15 million mark eight months later and becoming the most subscribed channel.

Followers brought more followers and as of December 2018, Kjellberg, had hit the 74 million mark. Over the years Kjellberg has been named in the most influential list, compiled by Time Magazine and his commentaries have led to a huge increase in sales for the games that he plays.



WHICH PLATFORMS?

This will largely depend on your brand's objectives, positioning and target audience. For example, if your video content is short-form and targeted at a younger audience, you may want to consider Instagram, Snapchat or Periscope. If it's longer and more universal in its appeal, Facebook and Twitter can also generate high levels of engagement.



LIVE STREAMING

As with many other forms of marketing, this strategy is growing fast – thanks largely in part to the rise of social media usage as a whole and more people using smartphones to broadcast live to their followers.

Facebook Live has seen a rapid rise as have platforms such as Instagram Live and Periscope as detailed by addthis.com.

Facebook Live - Embedded within Facebook itself, Facebook Live is the most popular streaming platform, provides a full range of reactions, and provides the most analytics to its publishers.

Instagram Live - The second most popular platform, Instagram allows users to broadcast live and stores the video in your Instagram Stories (which means these are deleted after viewing).

YouTube Live - A growing behemoth in the live streaming world, YouTube Live has caught on amongst a whole set of content creators.

Twitter – Videos on Twitter drive the highest recall and emotional connection, and these campaigns allow you to use them to reach targeted, engaged consumers. A major USP of Twitter is its powerful search engine - use search.twitter.com.. It's also easy to identify the followers of competitors and target those users. Like Facebook, Twitter is very device-driven and offers the opportunity for advanced targeting by device, and to schedule your ads in advance.

Periscope (owned by Twitter) - Periscope made a big splash when it entered the scene as an early player in streaming video and acquired by Twitter in 2016, though other platforms backed by large players are also now on the scene.



WHAT ARE THE BENEFITS OF LIVE STREAMING?

Live streaming has many benefits including being one of the quickest ways to get your message out to the public and that the whole process is free to use. With live streaming you can create a real sense of urgency as you push individuals to check out limited offers in an instant.

Live streaming also gives you the opportunity to produce more dynamic content. Richard Weaver, an advocate of live streaming, highlighted this when he said: “Branding yourself with a logo and a few articles is a good idea, but people want to see something more from you, and this is where live streams can help. They offer rich, tangible content that’s highly desirable and a lot of fun to peruse, not to mention very informative.”

Live streaming can generate a bigger audience

Any event has geographical and physical restrictions no matter where it is. Streaming events and content live on the web makes it accessible to a worldwide audience. This means engagement with your content can surpass any capacity limitations a physical event would have.

It encourages online interaction

Live streams are a great way of boosting interaction between you and your potential clients. Whether your content is interesting to individuals in your niche or just a curious topic to outsiders you will be given the opportunity to engage with prospective clients who previously may not have thought about contacting you.

It could open new revenue streams

A free live stream could allow you to interact with new clients and create new business opportunities, while you could also charge for access to your stream, which could bring in extra revenue. Don’t forget if your stream is of a physical event you would be able to charge both an admission fee for the physical attendees and another for online attendees.

Another financial upside is that live streaming means that you can save on editing costs!

It could make you stand out from the crowd

Streaming live events and content could give your brand or business a fantastic point of differentiation. Live streamed events whether it’s a webinar, conference or just an informal tutorial chat are not something that is being used by many organisations. If you could take this innovative use of internet video and steer it towards your organisations marketing aims, you could really start to set yourself apart from the rest of the competition.

With this in mind we’ll now look at the methods you can use to ensure that you are primed for success with live streaming on social media.

LIVE STREAMING STRATEGY

One thing to consider when it comes to live streaming is that there can be some pitfalls. As with all live broadcasts there is a certain element of the unknown to them and businesses need to think about the locations in which they are filming in order to minimise the risk of things such as bad language and nudity etc. It is not enough to say something like ‘no swearing’ as many people have different takes on what constitutes bad language.

The second thing to consider is the difference between [push and pull notifications](#). A pull notification in terms of social media live streaming is reliant on the user checking their social media and almost ‘stumbling’ on your video either live or pre-recorded, whereas a push notification is where you are actively telling a user that you are live or are about to go live.

Another important factor to account for is the collection of data. You should be harnessing the analytics of the services available.

A top tip to get the most from your live content is to re-broadcast and reshare live streams - plus there is a variety of apps to broadcast pre-recorded video content into a social media live stream.

If you are live then so should your interaction be. When you are hosting a video make sure that you reply to and share comments, encourage watchers and add additional written content to accompany them. Also follow those that are following you as they have clearly shown a liking for you or your brand.



VIDEO MARKETING AND SEO

Video and SEO are intrinsically linked with search engines highly receptive to video content: having a video on a landing page makes it [53% more likely to show up on page 1](#) of the SERPs.

By adding video content to your landing pages or to promote your products you are creating another opportunity to engage with users. Videos will increase the time that visitors spend on your pages and are a great way to give all on the information required in a succinct, creative way.

Research by Moovly suggests that you are 53 times more likely to show up first on Google if you have a video embedded on your website. Much of this is thought to be due to the fact that Google owns YouTube and with businesses optimising their videos on the site they are seeing better results.

With over a billion users, YouTube is the biggest internet video website. With video shares also rolled out across other social platforms, if businesses want to showcase quality video content then YouTube advertising is also something to consider.

This cannot be conducted however without great content; for example, the first five seconds of a video are the most important time to capture the user's attention and to forge a connection. It is important to look at what type of content engages the most with your targeted users and what your competitors are also creating.

VIDEO ADVERTISING (PAID SOCIAL)

Video advertising is becoming the dominant force in the digital marketing universe, allowing advertisers to quickly engage with their audience in-stream.

The scale of reach and targeting offered by social, along with increasingly intuitive in-platform advertiser interfaces and metrics, means paid social has never been a more attractive option to complement your organic social activities.

You have a great deal of control of the management of your campaigns and can target very specific demographics, which means you reach a highly relevant audience.

In a study by content specialists Dreamgrow, they found that the average click through rate of video ads is 1.84% - a higher CTR than all other digital ad format and highlighted a 15-second non-skippable YouTube video ad often had a completion rate is 92%, and that a skippable video ad returned a 9% rate.

If your video content is short-form and targeted at a younger audience, you may want to consider Instagram, Snapchat or Periscope. If it's longer and more universal in its appeal, Facebook and Twitter can also generate high levels of engagement.

YOUTUBE ADVERTISING

Within the YouTube ad realm, the following formats are available:

TrueView In-stream – In-stream shows any video advertising campaign you have initiated before other videos or in the intervals of long videos.

TrueView In-display – In-display uses traditional ad formats banners and thumbnail to attract users to click through to a video or website.

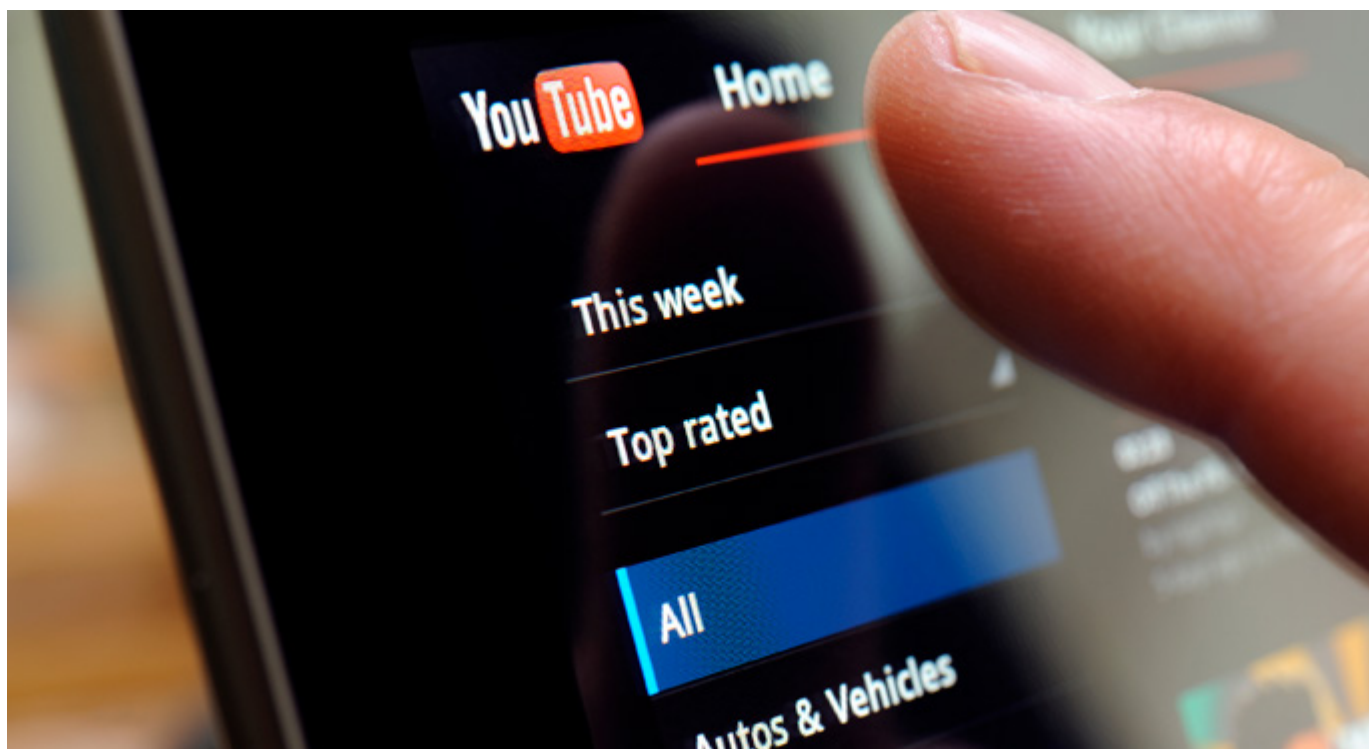
Bumper Ads - Short, sharp six-second ads that run before other videos.

TrueView for Shopping - These campaigns showcase your products make your ad interactive by connecting viewers directly to your products and providing information that brings customers closer to making a purchase.

YouTube ads can be shown across YouTube Search and YouTube Videos, including Google partner sites, apps and the Google Display Network.

To ensure your ads reach the relevant user, you can target users with a combination of options including: behaviour, interests, remarketing, placements and keywords. However, the greatest YouTube advertising strategy won't be successful without great content: the first five seconds of an ad is the most important time to capture a viewer's attention and forge a connection.

Follow the same best practice around clarifying objectives, developing a brand personality and communicating your message, as you would for creating non paid-for content.



IN-STREAM VS OUT-STREAM

In-stream options are also available across the other social platforms. Brands are also beginning to experiment with ‘out-stream’ video advertising. This type of display ad takes the form of an auto-playing video that is inserted into a traditional display ad space, typically between paragraphs of text or images.



YouTube probably has the largest comparative reach out of all the social advertising channels. As most people visit YouTube with the aim of watching a specific type of content, advertising here allows for precise targeting. However, YouTube ads are more about creating brand awareness and loyalty.

Where out-stream video ads could appear: (source: Altitude Digital)

MEASURING SUCCESS

Each social platform has its own built-in analytics, allowing you to track and refine your overall approach to social and what kind of content is working – video included. However, you can also use Google Analytics’ social reports to get a clearer picture of how social media is impacting your business.

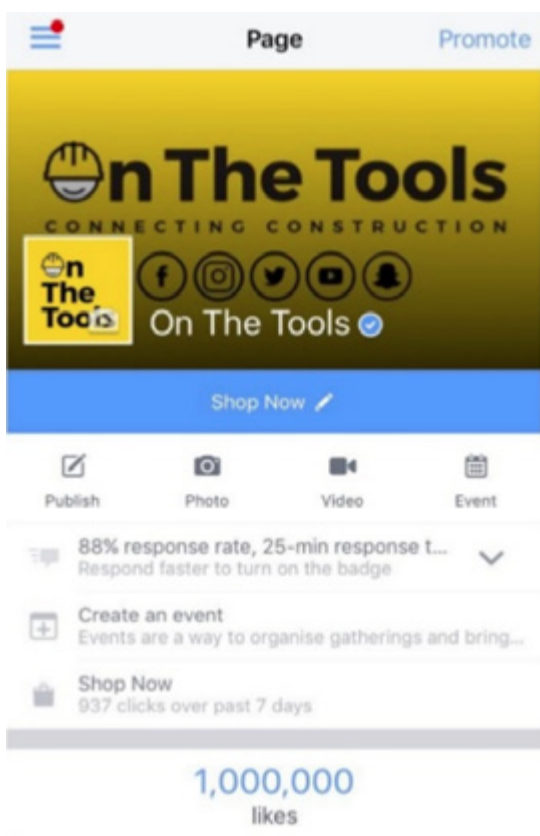
You can read a step-by-step guide to doing this in our eBook, [Social Media Measurement – Maximising Results](#).

CASE STUDY: ON THE TOOLS

Video content took On The Tools from a bedroom business to a leading brand in the construction industry.

On The Tools (at that time, a construction industry recruitment service), founder Lee Wilcox and Adam Barrie spent their start-up funds on logos and the first payment toward their app, they were left with four videos and around £40 - which they spent to promote their first video, earning more than three million views.

In what seemed to the pair to be almost no time at all, they reached their desired 100,000 follower count - though, as Lee himself pointed out, likes and followers don't pay bills. The unique positioning of the brand as a content driven Facebook page initially, however, placed them in the curious position of receiving [user generated content](#) by the cement mixer load.



From here they built a store which sold branded goods and, satisfied with almost £20k in sales in the first month, assumed they'd made it. However, after a number of setbacks, they found themselves in trouble and £25K in debt.

Returning to what had served them well, On The Tools then doubled down on video creation and humour - looking to better serve the industry demographic with comic video content aimed specifically at the core audience - workers actually on site every day, echoing the feel of the building site art its best in its videos. Eventually its video for Direct Line was viewed over 30 million times, winning awards and turning On The Tools from a recruitment company to an award winning social media agency.

To those looking to emulate On The Tools' success, CEO Lee recommends two things:

- Know your niche
- Change with the platforms

WHAT DOES THE FUTURE OF VIDEO MARKETING LOOK LIKE?

Businesses have more variety than ever when it comes to reaching their target audience and this is something that looks set to continue. The rise of mobile search, and the fact that so many consumers are connecting with brands on social media means that there is a pressure to stand out from competitors. Video marketing is essential and this trend is only going to grow.

Currently 61% of marketers use video in their marketing and a massive 91% plan on increasing their spending. Video marketing is without question, one of the fastest growing mediums and is something that all businesses should into their strategy if they are to stay ahead of the competition.



GET IN TOUCH WITH US TODAY

ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO): and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

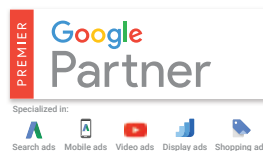
YOUR BESPOKE ORGANIC SEARCH (SEO) ANALYSIS AND REVIEW

[REQUEST NOW](#)

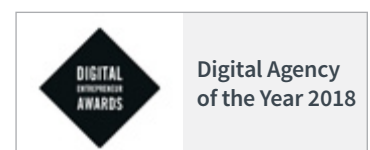
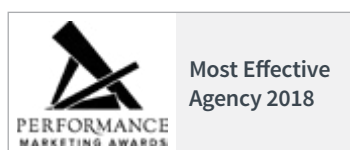
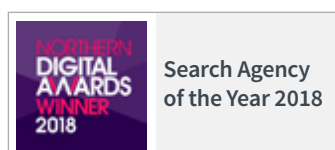
Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

OUR ACCREDITATIONS



OUR AWARDS



OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**