



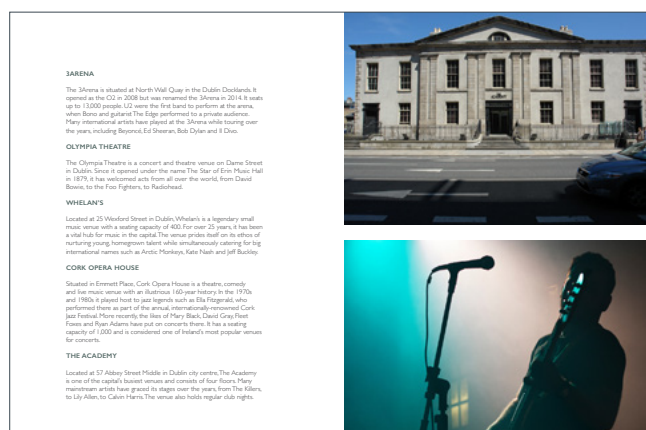
Chill.ie is one of Ireland's leading insurance online brokers, with an ethos of providing the right policy at the right price.

IRISH DRIVES, CONTENT MARKETING CAMPAIGN

Building on the success of previous endeavours, Click Consult and Chill.ie created an Irish Drives eBook series aimed at creating links and raising visibility.

As part of this [content marketing campaign](#) five eBooks were created, each looking at various driving routes around Ireland – based on influencer opinion and survey data.

The influencers and businesses that provided details for the eBooks were also asked to write a post about their favourite driving routes in Ireland, which was then shared, on their social channels. This helped celebrate Ireland's history, heritage and strong culture to show how accessible it is to explore by car. Blog posts for each eBook, which feature on the Chill Insurance website were created. Having an associating blog post for each campaign provides a landing page that can be linked to for more information.



Download the eBooks here - Beautiful Drives, Dangerous Drives, Hidden Drives, Cultural Drives, and Musical Drives.

The Irish Drives concept appealed to a range of influencer groups including travel, lifestyle and family. The outreach and digital PR teams shared the concept with the identified influencers, which resulted in over 157 links to chill.ie from high DA (Domain Authority) websites.

THE RESULTS

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There were over 2000 mentions to Chill Insurance, which resulted in 3.8million impressions.



EXAMPLE POSTS

- HOME
- NEWS
- SPORTS **JOE**
- MUSIC
- MOVIES & TV
- QUIZ
- POLITICS
- SHOWS
- MORE -

- TRENDING
- Jobs
- Sponsored
- Dublin
- Quiz
- Travel
- News
- Ireland
- Jobs
- Food
- Funny

PICS: The three most scenic road trips in Ireland have been revealed

2.5k Shares

COLM BOOHIG

POPULAR

How well do you know The Shawshank

- HOME
- LIFE
- WEDDING
- ENTERTAINMENT
- FOOD
- STYLE
- BEAUTY
- HEALTH
- MORE -

3 years ago

REVEALED: The Top Three Most Beautiful

MY CAMINO WITH MARIA WALSH

JOE STAND UP CANCER

- CONTACT
- HOTELS MAP
- BOOK A TOUR
- GALWAY MAP
-
-
-
-
-
-
- Select Language

- SEE & DO -
- PLAN YOUR VISIT -
- GALWAY'S BEST -
- WHAT'S ON -
- ABOUT GALWAY -

Top 5 Scenic Drives

Galway's Best

The Burren and Connemara regions on Ireland's west coast are renowned for their wonderful scenery. And although new and well maintained roads and motorways connect the towns of Galway, there are some spectacular alternative routes to explore the lesser seen, idyllic beauty spots around the county. Turn off the main roads to discover Galway's most scenic drives, with these five picturesque routes.

SEARCH

- ✓ We Price Match
- ✓ No Booking Fees
- ✓ FREE cancellation on most rooms!

CLIFFS OF MOHER DAY TOUR

DEPARTS DAILY 10AM

BOOK NOW

Augmented and Virtual Reality

How to Design for AR & VR

MAKING MUSIC EDUCATION HAPPEN

- HOME
- ABOUT
- WHERE WE WORK
- RESEARCH
- NEWS
- STORIES OF IMPACT
- CONTACT

NEWS

- PROJECTS AND EVENTS
- OPPORTUNITIES
- PRESS
- NEWS ARCHIVE

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23/11/2017

Music Generation features as part of a journey across Ireland's Musical Drives

“...even if you choose not to make it your job, learning music is proven to have a hugely positive effect on society in general. It's exciting that thousands of Ireland's children and young people will have the opportunity for tuition.”