



**Live Life**



Click Consult & Liverpool ONE -  
*'Be Our Guest – Welcoming  
Record Numbers to Liverpool  
ONE'*

Liverpool ONE is the collective name for the group of 170 shops, bars and restaurants across the five main shopping districts of Liverpool city centre. The space is also home to a huge array of events over the course of the year and they chose Click Consult to improve the overall organic search visibility of their website.

Unlike many brands that operate online, Liverpool ONE had a unique brief. They wanted us to generate as much actual footfall to the shopping district by improving the 'digital footfall' of the site through SEO, Social Media and Inbound Marketing.

This case study explains how we went above and beyond the client's expectations and brought the high streets of Liverpool to life once more.

## OBJECTIVES

The objectives for the year were as follows:

1. 25% increase in rankings for priority keywords
2. Improve DA through link acquisition
3. Increase organic traffic MoM (+23%) and YoY (+29%)
4. Acquire 20 links through assets with an average DA of 30 (per strategy phase)
5. Beat the previous year's social media campaign in terms of mentions (652) and impressions (9m)
6. 50% increase in clicks and bookings via email
7. All eight main email goals to increase YoY

## HOW WE HELPED

When Liverpool ONE came to us looking to improve all facets of their search and digital marketing, we knew that we would have to create some of our most bespoke work to date. The multifaceted nature of this campaign meant that we had to spread budgets across various services in order to get the most traction possible.

We decided that the best course of action would be to run a series of campaigns focused on delivering SEO performance and engagement. We needed to improve the rankings in search engine results pages (SERPs). To do this we agreed to run a full on-page SEO strategy including technical audits, as well as a off-page link acquisition campaign and that this would be backed up with ongoing social media campaigns.

We also ran a weekly inbound marketing campaign to gain as many interactions as possible. This strategy would help us to meet the seven individual goals that Liverpool ONE had set. We wanted to make the whole project as interactive and shareable as possible.

To that end we created the following assets over the year:

- 68 bespoke emails
- 1 blogger fact sheet
- 5 social media gifs
- 8 blogs
- 2 infographics
- a full technical audit
- keyword research
- site speed optimisation
- and a full suite of social media images

We also supplemented the whole campaign by writing and creating a selection of PPC ads which have seen their greatest number of impressions, clicks and highest ROI ever.

## STRATEGY & TACTICS

Liverpool ONE approached us to develop a unique organic search (SEO) and social engagement campaign with the aim of supporting their search engine presence for targeted keywords.

The 'Be Our Guest' campaign (an umbrella title for all facets of the overall strategy), was outreached to bloggers located in regions surrounding the Liverpool area. The majority of those involved were part of the mature comfort demographic, with disposable time and income.

Before the concept could be developed, the campaigns team worked with the SEO team to identify targeted, high-priority keywords/terms such as the ones below:

- things to do in Liverpool
- Liverpool ONE
- Liverpool restaurants
- visit Liverpool
- Liverpool shops
- Liverpool ONE restaurants
- visiting Liverpool ONE
- what's on in Liverpool
- what to do in Liverpool

Because the offering of Liverpool ONE is so diverse, we formulated 100s of keywords/search terms to target and 21 priority ones.

In total a target of 20 links (per strategy phase) from high DA (30+) websites and blogs was set by the client and as you will see we over delivered in this area.

In total, 85 links were placed based on the unique posts our bloggers created. This meant that we expanded the reach of Liverpool ONE to a wider audience.

Following this, and as part of our strategy, we planned and delivered the campaign in 8 simple steps:

### 1. CONTENT MARKETING CAMPAIGN IDEATION, RESEARCH AND WRITE UP

We researched and communicated with collaborators and find suitable ideas within the existing content sphere of the internet. This was then communicated with Liverpool ONE before we made any required amends or created further campaign ideas.

## 2. RESEARCH

The briefing process involved all the Content/Design Production team who in turn developed the campaign idea through a series of mood boarding, social questioning and peer reviews. Once everything had been agreed, the work was then sent to delivery stage.

Before the campaign concept could be developed, key anchor text and landing pages were identified, which directed the concept of the campaign. Anchors were a mixture of brand, URL and long tail phrases.

The key landing pages were:

<https://www.liverpool-one.com/things-to-do/>

<https://www.liverpool-one.com/whats-on/>

<https://www.liverpool-one.com/visit-liverpool/>

<https://www.liverpool-one.com/events/>

## 3. BLOGGER IDENTIFICATION

The Outreach and Social team were tasked with getting the campaign in front of the right eyes. There was a social push to each campaign from different social avenues, we worked together with Liverpool ONE to ensure that the right people were being contacted and discovered.

## 4. CONTENT CREATION

The content team then create bespoke content that was used within the infographic and on blogger social amplification sheets to promote the campaign.



## 5. ASSET CREATION

The Design team created an infographic asset within the agreed brand guidelines to support the campaign engagement and delivery.

Here are a few of the assets we created and a full supporting suite of documents were also available:

### Social images

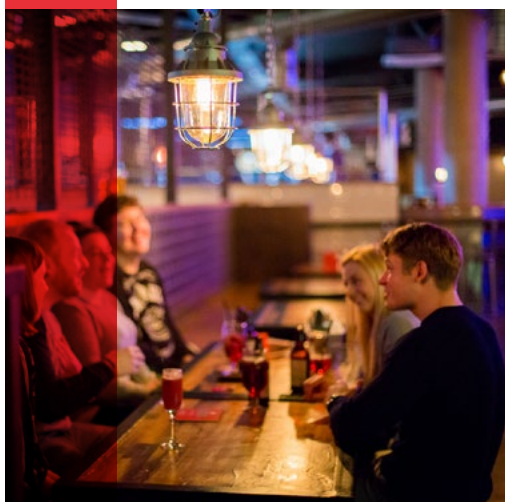




## Where to eat and drink

### Roxy Ball Room

After a day exploring the city, pop in to Roxy Ball Room? You can play ping pong or pool, drink beer, listen to music and eat food to your heart's content, all under one roof. You could even challenge your pals to a game of beer pong if you dare.



### Bierkeller

Offering draught and bottled beers from over 80 different countries around the world, Bierkeller is the perfect place to party during your trip to Liverpool. If you're visiting at the weekend, make you stick around for the live Oompah Band - you'll be swinging your Stein glasses in no time.

### The Boot Room Sports Cafe

Located at Anfield stadium, The Boot Room Sports Cafe is the perfect spot for hungry LFC fans. The restaurant offers a football-themed menu of freshly prepared food, including steaks, burgers, pizzas and pasta dishes, as well as an array of beers, wines and cocktails.



## Your ideal Christmas party...

### ASPEN Rocks at ACC Liverpool

Just a stones throw away from Liverpool ONE, ASPEN Rocks at ACC has plenty on offer for the adrenaline junkies, with 10,000 guests across a space of 6,000 sqm. Activities like bumper cars are combined with spectacular entertainment and a meal, and music to dance the night away.

### Get the look!

Take a trip along Peter's Lane and discover partywear essentials from the likes of Hugo Boss, Flannels, Reiss or Ted Baker.

# I Think I'm Gonna Like It Here

With the new year already in full swing, it's time to start filling up your diary - and luckily there's a whole host of exciting events happening in Liverpool that you won't want to miss.

While Liverpool ONE is at the very heart of the action, there is always plenty to see and do around the city. From food and fashion to sports and culture, consider this your ultimate guide to what's on in Liverpool during Spring 2018. Don't forget to take advantage of our secure Q-Park car park while you're out and about in town.

Tell us which events you're excited to attend or share your ideas to remember using the hashtag [#LiverpoolGuide2018](#)

## Kids and Family

There's plenty of fun for all the family throughout spring, including a programme of crafty kids events at the Bluecat gallery.

### Family Weekend

**When?** 17 - 18 March  
**Where?** Bluecat  
**What?** The gallery's popular weekend event returns this year with a whole host of creative activities from drawing to dance.

### Adventure Dock

**When?** 7 May - 28 October  
**Where?** Quays Dock  
**What?** The famous Adventure Dock will be taken over by a 12 metre inflatable assault course, alongside food concessions and beach-style huts.

### Disney on Ice

**When?** 11 - 15 April  
**Where?** Echo Arena  
**What?** The works of Enchantment tour brings all of your favourite characters to one of the city's most impressive venues.

### Family Days out at Liverpool ONE

From pizza making workshops to crazy golf at jungle Bumble, we've got tons of events to keep the little ones entertained.

## Music

Liverpool is renowned for its legendary musical past so make your own history at the following events:

### Sound City

Spend your May bank holiday weekend (2 - 6 May) strolling around various venues in the city centre as they play host to a line-up of breakthrough artists and major musicians in one of Liverpool's most public events.

### Liverpool International Jazz Festival

Established in 2013 by Liverpool Hope University, the jazz festival returns for its sixth edition with performances from leading artists including Courtney Pine, Rolin Trio and Philip Catherine. The three-day event from 22 - 25 February will be held at the Capriotti Theatre.



### What's on at the Echo Arena?

- Paloma Faith (20 March)
- Elvis World Tour (24 March)
- Jethro Tull (2 April)
- The Darkness (22 April)
- The Vamps (2 May)

### More concerts in the city:

- Belle & Sebastian (19 March, Liverpool Philharmonic Hall)
- Gary Numan (24 March, Q2 Academy Liverpool)
- Gregory Porter (17 April, Empire Theatre)
- Echo & The Bunnymen (25 May, Liverpool Philharmonic Hall)

### Fancy catching a show?

- Russell Brand RE:Birth (19 March, Echo Arena)
- Kacey Musgraves (16-21 April, Empire Theatre)
- Michael McIntyre (27-28 April, Echo Arena)
- Dara O'Brian (18-19 May, Empire Theatre)

## Arts and Culture

2018 will see Liverpool celebrate 10 years since it was the Capital of Culture and a decade later its cultural offerings are better than ever.

### Wicked

**When?** 7 - 31 March  
**Where?** Liverpool Empire  
**What?** The famous musical flies back into the Liverpool Empire this March. Telling the unknown story about the witches behind the Wizard of Oz, this is not to be missed by musical fans both young and old.



### China's First Emperor and the Terracotta Warriors

(8 February - 28 October)

In one of the city's most highly anticipated events of 2018, the world-famous Terracotta Army will be installed at the World Museum as part of an exhibition revealing nearly 1,600 years of Chinese culture. This will be the first time the Warriors have been showcased outside of London for more than 30 years and is part of the spectacular China Dream Season.



### Tate Liverpool turns 30

Liverpool's haven of modern and contemporary art celebrates a special birthday this year. Tate Liverpool, located on the Albert Dock, turns 30 in 2018 and to mark the occasion the gallery is hosting a range of events. Art handling manager Ken Simons has been a constant feature since the Dock opened in 1988 and now a bespoke





## 6. BLOGGER PLACEMENT


The Content Marketing and Digital PR teams then launched the campaign with the intention of earning links within targeted areas and tracked the engagement process.

Some examples of our earned placements can be seen here:

20TH JULY 2018 / TRAVEL

BEST PLACES TO EAT IN LIVERPOOL CITY CENTRE

My love for food challenges my love for the outdoors. Whilst I may be an outdoorsy countryside girl at heart, there's no denying that you'll always find the best selection of food places in the city centre. Sure, the countryside is filled with quaint cafes and traditional pubs but there's only so many pub classic steak pies a girl can eat before she starts craving something with a little bit more excitement to it.

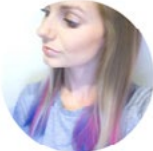


Despite always proclaiming that Manchester is my favourite city, I more often than not find myself heading to Liverpool. In fact, Liverpool is probably my most visited city in the last 4 years by a landslide. As my most visited city, I find Liverpool has grown on me on a lot lately. There's always something going on. Whether it's blog events, museums or just a day out shopping and eating brunch, you'll never be short of things to do in Liverpool.






So, what is one of my favourite things to do in Liverpool? Eat food, of course! Whenever I'm visiting Liverpool, I am always beyond excited for what food or coffee I'll get to eat once I'm there.

RESTAURANTS IN LIVERPOOL ONE

Inside Liverpool ONE, you'll find a whole world of eating places. From American to Italian to Mexican, French or Chinese... they've got even the fussiest of eaters covered. Living in a tiny town that lacks diversity in restaurants, I often find myself craving a burrito. It's normally my go-to quick meal when I'm at the Trafford Centre in Manchester but thanks to their being one in Liverpool ONE, it's also an easy option for whilst exploring the city centre.





FOLLOW ME



343 FOLLOWERS ON BLOGLOVIN'

INSTAGRAM




5 Things To Do When Visiting Liverpool

Hey Cats

Recently I wrote about [saving money and places to see if Liverpool](#) there was just so many things to choose from I started building up a bucket list in my head and thought I would share in case you find yourself on a day trip that way.

Shopping

I love visiting different shopping centres in towns and you always seem to find a bargain in your favourite shops when you do. Maybe we just have the urge to treat ourselves a little more when we visit somewhere fresh. [Liverpool One](#) is a huge shopping centre which not only has all your favourite shops but also plenty of places to eat, drink or even play mini golf. I love big shopping centres as a family you can go and there will always be something for everyone. Grandma can put her feet up in a coffee shop, mom can shop, dad can play mini golf and the kids can scream for toys or go to the cinema. Liverpool one has plenty to do and places to spend your money.



Take A Boat Tour

Liverpool is famous for its Mersey and you can take a riverside Mersey boat cruise which will give you a fantastic tour. This colourful boat gives you the chance to hop on and off at local attractions taking in the sites and learning all about the waterfronts heritage. As part of the tour you also get access to an open bus tour too which will take you to see all the land highlights with an experienced tour guide. A great way to see all the city and learn more about Liverpool.

WWW.CLICK.CO.UK

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## 7. DELIVERY AND SOCIAL AMPLIFICATION

The campaigns team delivered the campaign online to targeted recipients and relevant collaborators. They also provided advice relating to the amplification of the campaign on Liverpool ONE's social media platforms.

## 8. REPORTING

We delivered our campaign results report which highlighted where the links had been earned and we then provided all the necessary supporting metrics.

## WHAT NEXT?

The campaign created a natural backlink profile to support SEO around these search terms. The links to the Liverpool ONE site came from relevant lifestyle blogs, such as those who live in regions surrounding Liverpool ONE and those with an engaged audience. Participants were asked to write about shopping, dining and events, placing Liverpool ONE as the place to go for all you need.

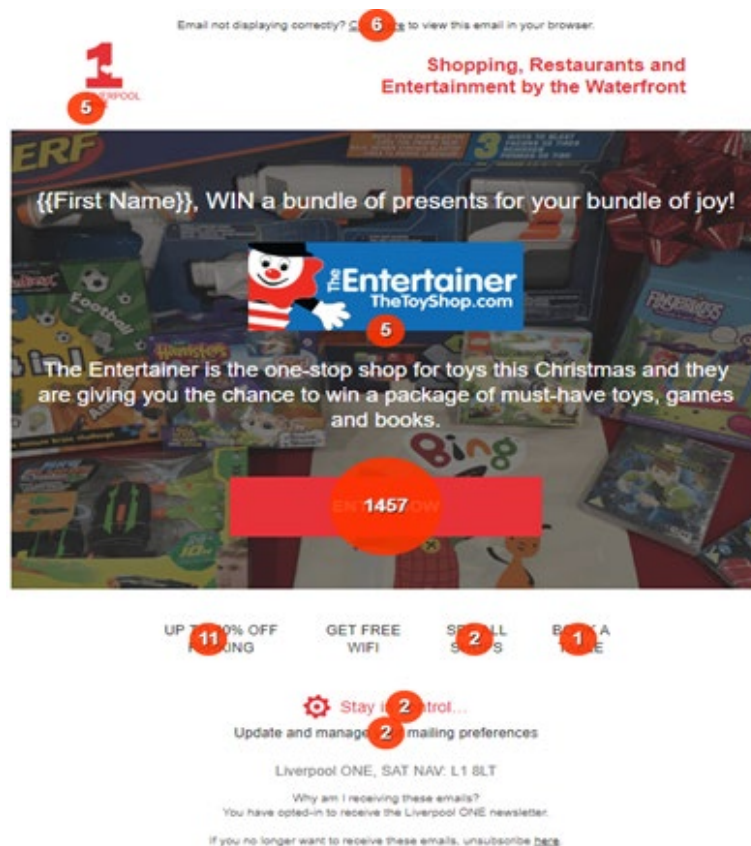
Bloggers were given the option to post the asset. If they did not wish to include it, we encouraged posting that looked natural and in keeping with their blog theme. We also asked them to ensure their content was in-keeping with their current audience. We identified high domain authority bloggers for this campaign, which resulted in a high level of link building, supporting the Liverpool ONE brand and audience.

One of the most creative and technical aspects of our work with Liverpool ONE came in the form of our inbound marketing strategy. We knew we had to ensure that it was a 'live' campaign and had to show continued growth for both Liverpool ONE as a collective and for the database which drives footfall and sales to the businesses that operate in the trading area. We used a sophisticated API to link the WiFi within Liverpool ONE to the backend of the database.



We implemented a programme of 'opt in' data capture whereby those signing into the Wifi at Liverpool ONE were offered the chance to accept future communications and to sign up to the newsletter/future offers. This service was also offered to those that bought gift cards.

We built emails such as the one below in a manner that we knew would entice the audience and attract engagement. Having clear CTAs in the email led to a higher than average number of clicks and these in turn led to better ROI for the brand.



The offer above is just one of the creative examples we produced with the aim of attracting guests to book a table at one of the restaurants in Liverpool ONE. This is one of the areas that we have delivered excellent results. Liverpool ONE informed us at the start of the campaign that they attributed an average spend of £19.07 per person to each booking through an email. Between January 2018 and December 2018 such was the increase in clicks to book a table that the estimated value of bookings rose by 81.7%.

One of the most important things that we were asked to focus on was where the traffic was coming from. Mobile and desktop searches are on the rise as we know and for that reason Liverpool ONE wanted to make sure that everything that we produced was optimised for mobile and that some features could be seen in their app. One aspect was to show that by developing a Mobile-First strategy there would be a change over the year in the way people were connecting with Liverpool ONE.

TARGET KEYWORDS/PRIORITY					
Keyword	Search volume	Jan 18	Dec 18	YoY Change	Change from start
Liverpool ONE	27100	1	1	0	0
Things to do in Liverpool	18100	21	10	11	15
Liverpool restaurants	9900	9	8	1	1
Liverpool shops	6600	1	1	0	0
Whats on in Liverpool	6600	8	6	2	40
Liverpool 1	4400	1	1	0	0
Visit Liverpool	3600	26	13	13	21
Visiting Liverpool	3600	12	10	2	33
What to do in Liverpool	3600	17	8	8	12
Liverpool attractions	2400	16	1	6	11
Bars in Liverpool	1900	8	7	0	9
Liverpool shopping	1600	1	1	0	0
Events in Liverpool	1000	10	7	3	3
Shopping in Liverpool	1000	1	1	0	0
Liverpool cinema listings	590	12	5	7	7
Days out in Liverpool	590	13	8	5	12
Liverpool days out	590	13	8	5	9
Things to do with kids in Liverpool	260	14	6	8	13
Coffee shops Liverpool	170	7	6	1	45
Liverpool food offers	40	2	2	0	5
Fun activities in Liverpool	50	17	10	7	34

The YoY change for these keywords is huge, with 66% seeing a positive result. In terms of our work as a whole for Liverpool ONE, keywords have seen a 76% increase.



If we are to look at the mean result and the increases that these have seen over the year in terms of keyword improvement it is clear that on average there has been an increase per keyword of 3.6 positions.

Campaign	Results (Total number of email clicks)
Goals	Change From Start
Database entries	<b>+34%</b>
Book a Table	<b>+81%</b>
Register for an Event	<b>+1671%</b>
App Downloads	<b>+29%</b>
Click to Call	<b>+48%</b>
Visit to /plan-your-visit	<b>+285%</b>
Mersey Travel	<b>+966%</b>
Buy a Gift Card	<b>+510%</b>

Another key result for the Liverpool ONE inbound campaign relates to the actual number of email signups MoM. The figures below shows how the numbers increased every month and YoY by 124%.

Campaign	Results (Total number of email clicks)
Month	Change From Start (MoM%)
Jan	<b>+245%</b>
Feb	<b>+105%</b>
Mar	<b>+380%</b>
Apr	<b>+368%</b>
May	<b>+49%</b>
Jun	<b>+25%</b>
Jul	<b>+85%</b>
Aug	<b>+18%</b>
Sep	<b>+71%</b>
Oct	<b>+204%</b>
Nov	<b>+163%</b>
Dec	<b>+126%</b>