

Tel: +44 (0)20 7537 6647
Email: info@coretiummedia.com
Web: www.coretiummedia.com



Digital Marketing Case Study

Prepared for...

Prospective Clients

info@coretiummedia.com

Coretium Media, 3rd Floor, Moorfoot House Meridian Gate, 221 Marsh Wall, London, E14 9FJ, United Kingdom

Coretium Media is a trading name of Coretium Media Limited,
A company registered in England and Wales with company number 08204332. VAT number 145160534.

Accountancy Firm

Summary

Accountancy firm's goal was gain more leads for their accountancy service by increasing their online presence via Social Media, SEO and PPC, which had been running previously but had been paused a few months before.

Accountancy firm's primarily serve's small and medium businesses who lack access to a financial department. They provide daily support and long term advice as a part of the service they offer. They have over 35 years of experience in delivering a jargon free and friendly service for each of our valued clients and continue to grow their practice year on year.

The Challenges

- PPC – There was an initial challenge with this as the ad groups created previously were slightly outdated and were being used with ads on old campaigns. This meant going through the AdWords / keywords to determine what words should stay and which ones should go. New landing pages also had to be created to ensure the new ads along with shortened keywords list would work.
- SEO – We advised them to on how to further increase rank by creating more usable and educational content which could be used on websites, blogs, LinkedIn profiles and social media platforms along with using relevant keywords and hashtags to ensure they would increase the SEO ranking score

How we helped

1. PPC

- Restructured the Adwords account
- New landing pages created
- New keywords added
- Changed keyword bids
- Updated the adverts
- Updated the negative keyword list
- PPC Management

2. SEO

- Onsite SEO: easy to use navigation, website speed, useful content, tags, keyword targeting etc.
- Offsite SEO: Blogging, Press releases, Articles with anchor text links, Link building, Directories, Local SEO listing etc.

3. Social Media Daily Management

- Interact with followers
- Engage with relevant target markets
- Promotion of services through Twitter and LinkedIn

4. Content Writing

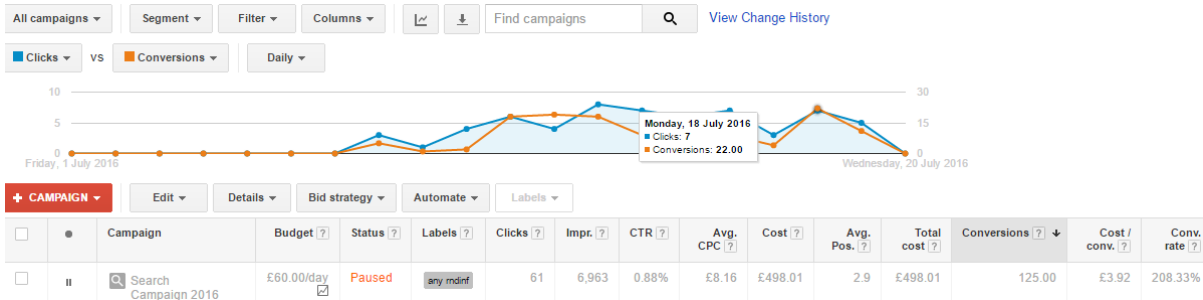
- Make up news
- Service Promotion
- Tips and Latest Makeup Trends

5. Increase email list size

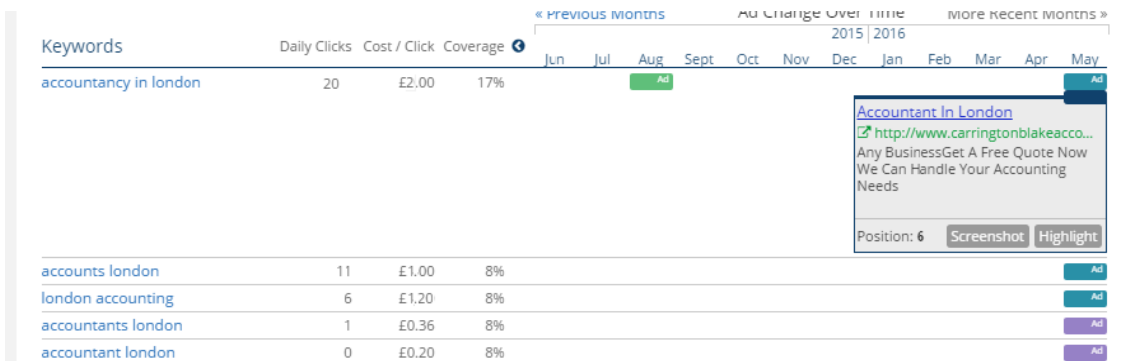
- Small semi makeup businesses (boutiques, salons, mobile services)

PPC Marketing

The screenshot below displays 125 conversions with a conversion rate of 208.33% and a CPA of £3.92. This was achieved by digging deep into our search query keyword reports. We also optimised according to best converting times and days.



In the adwords history screenshot you can see 5 keywords and an advert for Accountants in London. The accountancy niche in London is quite competitive however we managed to get clicks at a relatively low cpc because of our Quality score.



Results

- Increased in number of impressions MOM (more people from their target market have seen the published content)
- Significantly increased followers on all social media platforms
- Increased organic (SEO) visibility
- Increased lead generation
- Increased client communication