Envigo Renews Contract with International Rail

Tuesday 26 September, 2017

Envigo, a digital marketing agency based in London, U.K., is renowned for delivering out-of-the-box marketing strategies in the digital domain. It has recently announced the renewal of its contract with International Rail, a Hampshire-based company specializing in the sale and global distribution of rail tickets and passes for rail travel.

The renewal of the contract lends testimony to the fact that the firms enjoy a healthy, mutually beneficial relationship that they intend to see through over the long term. The contract was first signed last year in June, with the validity of a year.

As part of the contract, Envigo was responsible for leading and ideating efforts for content creation and outreach campaigns for International Rail. This included guidance for SEO consulting, keyword search, page level optimisation for the client's website, running Google analytics, webmaster and Sitemap management for their portal.

In its role as a digital partner, Envigo worked closely with the client to develop an excellent SEO roadmap.

The scope of work remains the same as part of the renewed contract.

Talking about renewed association, International Rail states, "Our needs for a tailor-made digital marketing plan and content creation are met effectively. Envigo's outreach program and tech SEO helped promote International Rail as a recognized name in the market."

Commenting on the contract renewal, Saurabh Kumar, Founder and Director, Envigo, said: "We have strong domain expertise in providing solutions for various sectors. We endeavour to drive growth for our clients using digital domain through interpretation of recent trends in the market."

About Envigo

Envigo is a performance-based digital marketing agency in London, UK. The company has worked with 300+ brands globally and partners with 90 clients from all over the world. Envigo delivers innovative campaigns through an integration of content creation, SEO, social media and design and development.

To know more about Envigo, log onto: https://www.envigo.co.uk/

About International Rail

International Rail is a limited liability, private company, specialising in the sale and distribution of Rail Passes and Rail Tickets, globally. Based in Hampshire, UK, International Rail's product portfolio includes point to point travel and rail passes in Europe, USA, Australia, Canada, Japan, India and many more countries.

To know more about International Rail, log onto https://www.internationalrail.com/

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