Red Rocket Media features in ‘Best Digital Marketing Campaigns in the World’

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UK-based content marketing and social media agency, Red Rocket Media, has earned itself a coveted place in the second edition of the Amazon bestselling book, ‘The Best Digital Marketing Campaigns in the World’.

The agency - that has offices in Portsmouth and London - has been recognised for its Britain’s Best Office Dog campaign, which was a nationwide search carried out across social media.

The campaign’s aim was to prove that content doesn’t necessarily have to be about your business in order for it to connect with your target audience; as long as it is of interest to them then it’s totally relevant.

Proof of this was the reach and engagement levels that the campaign achieved, most notably:

• An increase in Facebook reach from 9.1k to 418.2k
• An increase in Facebook engagement levels from 5% to 40%
• An increase in website visits from 5,173 to 12,786

The campaign – which was carried out on zero budget - proudly takes its place in the book alongside the likes of Red Bull’s Skydive (£200k budget), Nike’s 10k Run ($30k budget), Harley Davidson’s Open Road Festival ($300k budget) and Peugeot’s Let Your Body Drive ($100k).

The campaigns included in the book were selected by its author, Damian Ryan, with the support of a panel including Google, HSBC and the BBC. Ryan says: “The Best Digital Marketing Campaigns in the World II provides a fascinating snapshot of the digital landscape and a privileged insight into some of the freshest, most creative thinking in the industry. This is a must-read for anyone studying or working in marketing or advertising.”

Red Rocket Media’s Marketing Manager, Michelle Hill, said: “We are delighted to be included in the book alongside such prestigious brands, particularly as our campaign was delivered on zero budget. The whole objective for us was to prove that if you want your content to work hard for you, you need to truly know your audience and connect with them on an emotional level.”

The book is available on Amazon here

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