Vertical Leap celebrates its customer successes through 2014

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2014 saw many changes in the digital marketing industry - the addition and updates of search algorithms kept the SEO industry on its toes, while Adwords campaigns have been given better tools with which to achieve more with PPC. It was also the year in which 'big data' properly broke ground.

For search and digital specialists Vertical Leap, this was welcomed with open arms. The company has been developing its own big data platform over the past few years which not only pulls data from every possible source available but provides unrivalled, deep insight for every single one of its customers.

Head of Marketing Andrea Wilcox claims: "We are able to provide *the* most complete picture possible of a company's website, yielding some fantastic results for our customers. No other digital agency has this level of insight!"

As Vertical Leap heads into 2015, it looks back at some of its successes:

SEO

County Stone Granite

County Stone Granite is known for its expertise in the manufacturing of granite kitchen and bathroom worktops. The website was performing consistently well in search, however, there was a consensus that more end results could be achieved.

Deep data analysis revealed there was an opportunity to add new 'colour/style' visibility into the campaign. The site lacked user engagement and easy information absorption, which was redressed with content segmentation and the use of imagery. Local SEO formed the 3rd main output strategy, including technical and content onsite updates, external trust signals as well as pre and post click SEO updates.

Results

- New colour/style pages have helped lift site-wide goal conversion rates for the website by over 300 per cent
- Existing content expansion and new content creation for location and colour/style pages has led to total site visibility increasing by over 60 per cent
- This highly targeted visibility expansion has supported a year on year traffic gain in SEO of over 200 per cent.

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PPC

Online Reality

Online Reality supplies a range of office and café furniture. They wanted to boost their revenues, drive more leads across the entire product range, and make the substantial paid search investment work harder.

Vertical Leap worked to significantly increase the complexity and reach of their PPC campaigns. Continual refinement has focused not just on introducing more granular search campaigns, but a major emphasis on driving performance from the Google Shopping channel.

Results

Over the course of the past 12 months, comparing year on year PPC metrics, Vertical Leap has:

Media:

Related Sectors:

Business & Finance :: Media & Marketing ::

Related Keywords:

Marketing :: Digital Marketing :: SEO :: PPC :: Content Marketing :: Social Media :: Design ::

Scan Me:

- Reduced cost per click by more than 50 per cent
- Increased traffic by over 100 per cent

The impact on leads and revenues has been equally significant. Driving phone calls into the business is a key revenue stream allowing customers to fully explain their complex and extensive requirements. As a result, Vertical Leap closely tracks and optimises campaigns in line with engagement over the phones.

In parallel to this, online basket sales play an equally important role - through on-going optimisation, these have also been boosted by a revenue increase of over 110 per cent.

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Social

Premiership Rugby

Premiership Rugby approached Vertical Leap to help increase ticket sales for the London Double Header taking place at Twickenham on 6th September 2014. The objective of the campaign was to capture email addresses to be used for other marketing purposes and engage the community.

Vertical Leap launched #Stickers4Twickers. A landing page was set up on the Premiership Rugby website where fans could register for a an online sticker book in exchange for marketing information (name, email address, telephone number and team preference). The 'stickers' were released via social media channels and users had to collect them to reveal a secret word that entered them into a prize draw to win a VIP experience for ten people at the London Double Header event at Twickenham.

Results

- 1,600 people registered for sticker books
- Social media reach rose from 6.1m to 48m
- Each sticker achieved a social media reach of 16-20k
- Interactions rose from 20.4k to 55k
- New Twitter followers = 2.6k
- New Facebook fans = 5.8k

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Content Marketing

I Post Parcels

Ipostparcels is a parcel delivery firm that was looking for fun, engaging content to build and educate an audience, without going into dry details about parcels and packaging.

Vertical Leap found that some of the best performing articles have been guides that cover delivery restrictions in countries across the world. As such, they set about creating a huge archive of blogs to give the lowdown on sending parcels everywhere from Argentina to Zimbabwe. Longer guides targeted at smaller retailers and eBay sellers were created to offer insight into everything from the history of online marketplaces to alternative finance lending solutions. Vertical Leap also produced a quiz that remains one of the most successful articles in terms of visits to date.

Results

The blogs, guides, articles and quizzes have been responsible for:

- 43,000 page views
- 35,000 unique page views
- 17,000 entrances

- Average time on page is 1:27

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Creative

Property Personnel

Property Personnel had a tired website that was over-complicated and underused by the team due to the complexity of the back-end CMS system. The website needed slimming down and the existing useful functionality was extracted for use on the new website. The challenge was how to take this to a different level.

Vertical Leap consolidated the core functionality and produced a recruitment website whose job search functionality is second to none! The new prominent search functionality is the heart of the new site and user interactions have risen to 'best ever' statistics producing record monthly CV submissions.

Results

- 66 per cent increase in visits to the site
- 50 per cent increase in page views
- 60 per cent increase in unique visitors
- 18 per cent increase in the average session duration
- 7 per cent decrease in bounce rate

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