



The Brief

NPOWER

Setup and implement the digital strategy for nPower's heating division.

Optimise PPC campaigns

Delivery e-mail campaign

Optimise site for search engines

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I found [David] to be outstandingly professional, committed and able to deliver a wide range of marketing promotional material with tremendous speed through precise planning.

David displays a sharp understanding of how online digital media marketing and traditional offline media marketing can be seamlessly joined for one purpose, goal and coercive message to drive views and achieve a premier customer response.

APPROACH

A multi channel approach was developed across 3 areas, PPC, SEO and email with the primary goal to increase sales of the Hometeam services while also increasing Brand awareness.

Working with the agency (Vizeum) PPC campaigns were overhauled and optimised and dedicated landing pages introduced.

“His knowledge and enthusiasm certainly made us up our game, and working with him was one of the most rewarding agency-client relationships that I've been involved with” - Vizeum

Full site audit across home team pages and review of key phrases across topics and competitors, enabling us to create new targeted content pages and optimise existing pages. During this time we also integrated analytics and tracking software.

Set up, delivery and review of integrated email campaign for 2.5 million new and potential customers.

RESULTS

Qualified leads into the call centre increased 68% with the added advantage of being able to attribute the increase to specific channels.

Tracking and analytics software gave the business new insight to its new and prospective customers.

Over 500 traffic generating non branded keywords introduced along side branded keywords visible on first and second Google results pages.

The teams first email campaign produced results in excess of the business KPIs

| February to April | Overall Unique Pageviews | Organic Unique Pageviews | Call Centre Qualified Leads |
|-------------------|--------------------------|--------------------------|-----------------------------|
| Home Page | 493% | 586% | |
| Services Pages | 357% | 473% | |
| Contact Pages | 70% | 108% | 68% |