



**Client:** avanta.co.uk

## Case Study: Brand Management

Since 2006 Emotio's team have worked with Avanta providing complete support on design and branding for both online and offline.

Avanta's initial requirements comprised of a new website, together with management of their PPC and Search Engine Optimization.

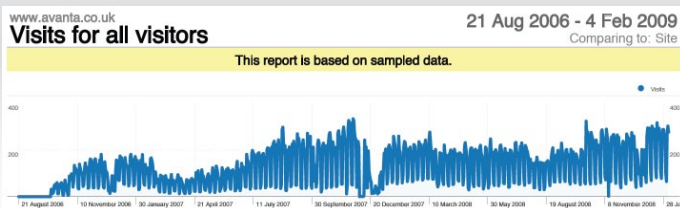
As Avanta have grown, we have provided design for all centre literature, micro-sites and marketing. We have developed their Google mapping technology and much more.

## OBJECTIVES

To ensure that Avanta's brand was carried throughout all promotional and communication material and that all marketing activities resulted in a good return on investment.

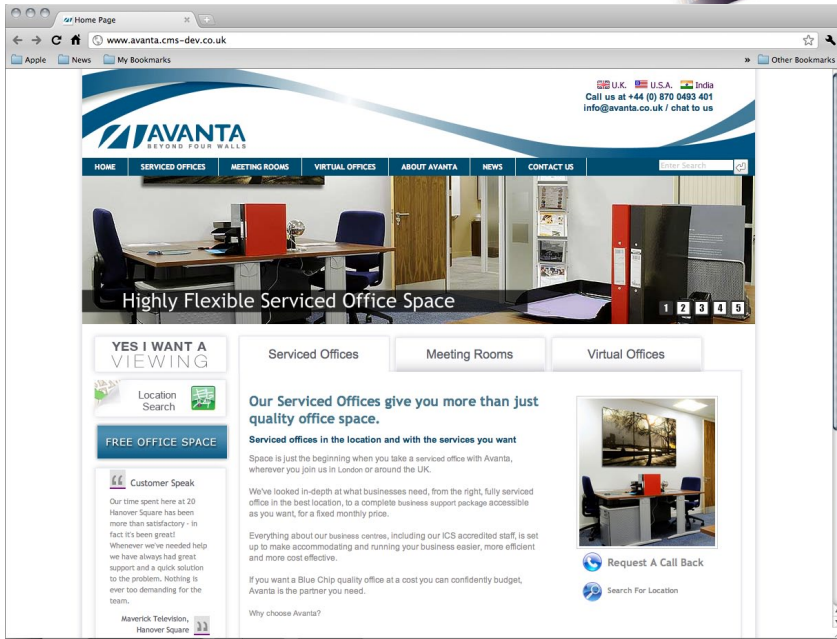
Objectives:

- To improve site design and visitor engagements.
- To dominate the search engines for serviced offices, virtual offices and meeting rooms.
- To improve the PPC campaign that was running at a high cost without an effective ROI.
- To increase visitors and enquiries from the Avanta site.
- To produce consistently high quality design for print.
- To manage the Avanta brand and logo design.
- To consult on all areas of digital marketing.



SEO gained fast traction and was maintained on an ongoing basis

*"After working with many design and marketing agencies we are delighted with Emotio. They have provided a complete service covering all our marketing requirements that goes well beyond our experience with previous agencies... and the quality of the work excellent!" - David Alberto - Managing Director*



## SOLUTION

The Avanta site is now running on the Intenix CMS website platform, which allows a great deal of control over the entire site via a client administration area. Emotio worked hand in hand with the world's largest digital agency, on an aggressive search engine optimization campaign, as well as the restructuring of the pay per click campaign. Emotio allocated a dedicated monthly time period to Avanta, to manage all aspects of design, carefully monitoring results in order to report and make recommendations on marketing activities. We maintained and ran a dedicated hosting solution to ensure the highest level of up time for the website. Frequent meetings ensured a high level of understanding.

## RESULT

A long and prosperous relationship for both parties;

- Search Optimization achieved high 1st page rankings for prime traffic keywords within the first 6 months, resulting in a 240% increase in traffic. Of 100 keywords there are still over 60 on the first page of all major search engines.
- Restructure of the adwords campaign saw an 80% increase in relevant traffic at a cost of just 30% of their normal spend.
- Avanta have now grown to become one of the industry leaders in Serviced Offices and Meeting Rooms across the UK.

