

# Portfolio

## Laptop Portal

Client site is similar in size and concept to *laptopmag.com*. As the CPM value was low for this segment, it was important to increase impressions for the site, to increase revenue.

Due to a comprehensive SEO strategy, the site ranked high for competitive keywords - so we decided to turn our focus to creating non search engine dependent marketing solutions, and explore possible value delivered from traffic on social bookmarking sites.

During a 3 month period, we invested in a team of writers sourced from forums, blogs and recommendations; built a network of promoters and underwent a series of onsite changes to appeal to non search engine traffic. Over the course of 18 months, we heavily promoted content - which resulted in numerous short term "slash-dot spikes" ( two promotions of note - 1) delivered 1028% and 1316% higher daily unique visitors respectively. Long term results - Traffic tripled over 18 month period.

## Gambling Portals

Client owns a portfolio of three leading gambling portals (similar in size to *Pokernews.com*, *bluffpoker.com*).

Due to consolidation of the poker/gambling industry online, and high competition for SEO rankings - we decided to explore social media to strengthen our brands, deliver traffic and increase leads and sales. As our competitors had invested more time/money on social platforms at this point - we completed a competitors analysis and built our strategy on the success cases from their activities, whilst incorporating our own creative marketing solutions.

We aggressively built the social identity for our sites, through advertising campaigns, online competitions and heavy focus on community management to increase engagement with our brand.

Engagement was an important measurement, as we saw a direct correlation to an increase in traffic, leads and sales. It also highlighted the importance on a comprehensive social media strategy, to complement SEO and PPC efforts.

## Buytogether.se

The concept of Buytogether.se is based on the idea of “collective buying power”. It offers exclusive daily deals, by offering participating businesses a certain number of customers.

The design and concept was originally based on American site [groupon.com](#). However as competition increased with similar startups in Stockholm area, the decision was made to move away from the exact business model of [Groupon.com](#) and focus on strengthening social identity, increasing content to deliver higher SEO value and to provide more longterm value to our core demographic. These changes will be made whilst still focusing on increasing converting elements onsite, to increase email subscriptions and sales. - Changes onsite are to be made in June.

Offsite we have identified and sponsored local events in Stockholm area, to increase visibility of the Buytogether brand.



## Twestival.com

Our goal is to raise awareness for different causes, via social platform Twitter. The concept was introduced whilst Twitter was still in it's early adopter stage in Stockholm and had not reached pop/culture. We used a range of social networks and print media, to promote events. The first event was held in February 2009, to raise funds for Charity:water. Amount raised- 9500 SEK, and we received sponsorship of venue, food, beverages for our 70 attendees.



After this time we have held two other events in Stockholm - and have assisted with the co-ordination of participating nordic cities. The last project involved co-ordinating 8 local project leaders - educating on cause, sourcing local sponsorship and assisting with administration.