

EMOOV

BLOGGER COMPETITION



THE PROJECT

'My Pad for an iPad' was an exciting competition we designed to gain links for eMoov.

Running alongside a creative onsite 'home staging' campaign that focuses on homeowners making their property 'sale ready', this competition encouraged bloggers to share photos of their homes, focusing on one room per cycle of the competition.

We directed entrants, including members of our blogger outreach service, Blogging Edge, to the creative content on eMoov.co.uk. We then asked them to read the tips on how to make their home 'sale ready' and translate these into a relevant blog post for their readers.

THE AIM

We wanted to create brand awareness and build links in a natural and evergreen way – due to the competition taking place over three cycles across six months, the brand interaction is consistent and long lasting.

THE RESULTS



OVER 1,260

Visits

to the home staging area of eMoov.co.uk



100+

Social interactions



36

New links built



emoov.co.uk/home-staging was amongst the **three most visited pages** during this competition



108

Comments generated

We used over 21 different methods of promotion including creating bespoke content, sending out email shots and having the competition published on MoneySavingExpert.com

MoneySavingExpert.com