

WINE MERCHANT PRODUCT REVIEW



THE PROJECT

The client is an independent wine merchant that has been established for over 170 years and retailing online since 2007.

As experts in their sector, the client has an extensive in-house wine range which they were keen to raise awareness of, alongside a KPI of generating high-quality, relevant links to their website.

It doesn't come any more relevant than wine bloggers, so we hand-picked the most influential UK wine bloggers and a handful of high-profile food bloggers with some wine expertise, to 'taste test' their choice of wine from the client's exclusive range.

THE AIM

To increase brand awareness and promote the client's house wine range, and to generate a mixture of high-quality links from relevant websites.

THE RESULTS

The product reviews resulted in high Domain Authority links from high-trafficked, highly-relevant websites.



1/4 MILLION+

Combined social reach
of the influencers we
worked with



17

Links built
from relevant wine
and food blogs



17

Links built
from relevant wine
and food blogs



66

Comments
on blog posts related to
this campaign