

WENTWORTH

PRODUCT REVIEW

THE PROJECT



We helped the client to launch a new product aimed at the family and parenting sector, by partnering with influential parenting bloggers for a series of product reviews.

Bloggers were selected based on criteria including social media following and reader engagement, to ensure maximum online reach, as well as the ages of their children to ensure we were reaching the right, highly targeted audience for this product.

The campaign led to a wide selection of quality, natural and high domain authority links for the client, as well as exposure on blog sites that had a combined social following of over half a million people.

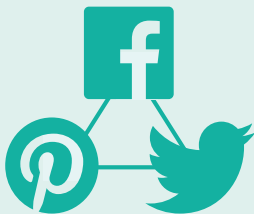
The product launch itself was a great success. Although the products had been on the website for a while before launching our campaign, there had not been any sales. During the campaign period however the brand sold 228 units for a close to £12,000 revenue.

THE AIM

To increase brand awareness of Tower Health amongst an audience of beauty-conscious women aged 30 and over, and to promote the client as a reputable online retailer with high-quality products. We worked with UK-based beauty bloggers to create a natural, mixed-link profile and increase social reach.

THE RESULTS

To promote a new, personalised children's jigsaw product to an audience interested in parenting and gift ideas for children aged 5-12 years old. Additionally, to increase brand trust by introducing Wentworth Wooden Puzzles as a reputable online retailer to shop with.



518,314

Combined social reach
of the influencers we worked
with



11

High quality links
with an average
Domain Authority of
34



11,994.17

Revenue
from sales of personalised
jigsaws (compared to £0 prior to
campaign launch)