

## ACCIDENT ADVICE HELPLINE

SPONSORED POSTS



accident advice helpline

### THE PROJECT

The client is a leading claims company in the UK with a focus on road traffic accidents. They were looking to engage their audience on social media and generate high-quality links to their website. Given the typically difficult-to-promote nature of the client's business, we developed a piece of interactive, creative content for their website that was in keeping with the theme of road safety – a clickable world map showcasing how driving tips and rules differed across the globe.

To promote the content, we turned featured blogger quotes into a series of images for social media, and ran a sponsored posting campaign to get travel bloggers talking about and sharing the map on their blogs.

### THE AIM

To build brand awareness, increase social engagement, and create a natural, mixed-link profile with links from high-quality travel websites.

### THE RESULTS

The campaign was a huge success and has achieved the following for the client to date:



7,378

**Social engagements**  
on share of the guide



19,248

**referral pageviews**  
of the creative content over 2 months



41

**High-quality links**  
to content including sponsored posts and natural links



11,766%

**Facebook engagement increase**  
in July 2015 when the content was shared



20.19%

**Low bounce-rate**  
on content



119

**Comments**  
on blog posts about the content