

MOTION NUTRITION

PRODUCT REVIEWS

MOTION
—NUTRITION—

THE PROJECT

This startup brand focussing on natural, organic sports supplements was in need of both brand awareness and high quality, relevant links to help its newly-launched website appear in search engines.

We partnered with 9 influencers – including bloggers and vloggers – who focus on health and fitness, challenging them to create a healthy breakfast recipe that incorporated one of Motion Nutrition’s organic whey protein products.

THE AIM

To boost Motion Nutrition’s SEO and improve search rankings online and to build awareness of the brand amongst a health and fitness audience.

THE RESULTS

The campaign had a positive effect on the brand’s SEO as well as securing brand mentions across a range of health-focussed blogs and social media profiles.



64,186

Combined social reach
of the influencers we
worked with



#1

Google search
rankings for 3 focus
keywords



19

High quality links
with an average
Domain Authority of 21



up to 30%

Increase
in organic traffic for
the product pages
involved