

TOWER HEALTH

PRODUCT REVIEW



THE PROJECT

The client is an online pharmacy and retailer of natural healthcare products, whose customer base is mainly in the 40-plus age demographic.

We helped the client to further reach this target audience through a series of reviews that focussed on one of their anti-ageing skincare products.

Reaching the relevant audience online is tricky because the vast majority of beauty bloggers are in their 20s or younger, however we were able to source 10 beauty and skincare bloggers in their 30s, 40s and even 50s, whose readers were likely to be of similar ages, to review this product and also run a giveaway.

The campaign led to a range of high-quality, relevant links and a significant increase in visits to the product in question on the client's website.

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

The product reviews and giveaways resulted in high-quality links and expanded social reach for the Tower Health brand.



52,215

Combined social reach of the influencers we worked with on this campaign



14

High quality links built with an average Domain Authority 41



277%

Increase in pageviews to the product page



167

New Twitter followers for @tower_health (a 20% increase)