



Occupancy Marketing

Case Study

www.edinburghfestivals.co.uk



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1 Background

Occupancy Marketing was commissioned by The Audience Business on behalf of Festivals Edinburgh (the collective body of Edinburgh's 13 festivals) to provide consultancy & online marketing of the website www.edinburghfestivals.co.uk.

The goal of the project was to produce a gateway site for all of Edinburgh's festivals taking place in the summer of 2008 (Edinburgh International Festival, Edinburgh Fringe Festival, etc.), provide details on the shows, and direct visitors on to the appropriate website. In previous years, Festivals Edinburgh had commissioned The Scotsman to produce a similar site, www.edinburgh-festivals.com, which continues to operate without official status.

This project is the pilot phase of a much larger plan to integrate the details of all festivals and year-round entertainment taking place in Edinburgh through one system. The pilot phase website launched on the 24th July 2008, just 2 weeks ahead of the start of the International and Fringe festivals.

2 Occupancy Marketing's services

2.1 Internet Marketing Strategy

Ahead of the website's build, Occupancy Marketing provided advice on the desirable features of the site and its administration system in order to deliver a search engine friendly website that could generate traffic through listings in the major search engines (Google, Yahoo!, etc.). This information was then shared with the digital agencies commissioned to develop the website.

Occupancy Marketing also performed research into the appropriate terminology that should be used throughout the site's content to ensure maximum exposure in the most relevant search results, and provided guidance on how this should be effectively incorporated on the site.

2.2 Search Engine Optimisation (SEO)

As this project involved several different sources providing content for the site, Occupancy Marketing produced copywriting guidelines focussing on the aspects that would help maximise the search engine optimisation of the website. As content for the site was produced, Occupancy Marketing reviewed and improved all content ahead of its publication on the site.

2.3 Pay-per-click (PPC) advertising management

Pay-per-click (PPC) refers to sponsored links seen in search engine results and across other websites. Each time an advert is clicked, the advertiser pays a small cost the owner of the website hosting the advert for sending on traffic to the advertiser's site.

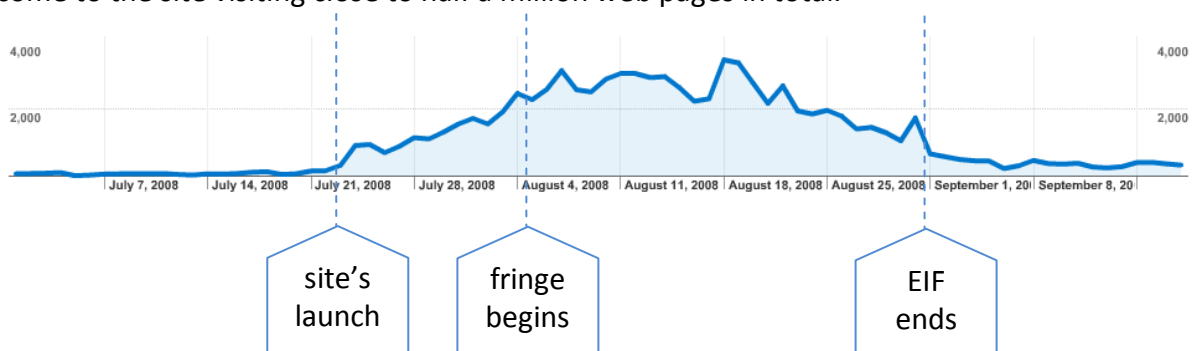
Throughout the festival period, Occupancy Marketing ran a successful PPC campaign that attracted more than 9,500 visitors to the website.

2.4 Analytics review & reporting

Following the launch of the site, Occupancy Marketing monitored data about how visitors found and used the website. Reports on the site's performance and ongoing work being carried out were then produced for review by The Audience Business.

3 Results

In the 2 months since its launch, edinburghfestivals.co.uk has seen over 88,000 visitors come to the site visiting close to half a million web pages in total.



Occupancy Marketing would take the view that this has been an incredibly successful launch, which is in large part down to the search engine optimisation work that has allowed a relatively young site achieve high rankings in a very short period of time.

Following on from the success of this pilot phase, The Audience Business & Festivals Edinburgh are now working towards producing a more extensive site that shall cover all-year-round events and Occupancy Marketing are pleased to be involved in providing ongoing consultancy in the next phase of this project.