

## **Background**

Maximillion is a team building and events management company specialising in corporate conferences and events, training and organisational development. The company was founded in Edinburgh in 1989 and has risen to become one of the UK's leading team building and event management organisations, delivering over 200 events each year.

The company is a forward thinking, web savvy organisation that has won numerous awards for it's Web site including:

- West Lothian Winners on the Web, best use of broadband
- 2005 Thistle Awards, finalists for both Business Tourism and Small Business Marketing
- 2005 Evening News Business Excellence Awards, best e-commerce 2006

Maximillion approached Occupancy Marketing in January 2004 with a view to optimising their Web site. Prior to this, the client was unhappy with the levels of online visitor traffic and internet enquiries it was receiving.

## **Our Services**

**Consultancy** - The specifications of the new site were agreed during a series of meetings with the client. Key suppliers were identified to build a new content managed Web site. The underlying goal of the project was to develop a Web site that would attract high levels of relevant (i.e. potential clients) visitor traffic.

**Domain Name Configuration** – In order to maximise the client's search engine presence, a strategy for configuring domain names was developed and implemented.

**Internet Marketing** – Based on Occupancy Marketing's keyword research and search engine optimisation, the content of the Web site was increased. This is an on-going process.

**Web site Link Acquisition** – As part of the optimisation process, Occupancy Marketing identified appropriate affiliate Web site links, including reputable associations/partners from across the world.

**Keyword Research** – With consideration to the client's specific product offering, suitable keywords were identified for driving organic search engine traffic.

**Strategic Link Acquisition** – Extensive research was undertaken to determine suitable partners/directories.

**Pay Per Click (PPC) Campaign** – A PPC campaign was launched to drive online bookings. Keywords were carefully selected on the basis of their relevancy and cost effectiveness. If implemented and managed correctly, pay per click campaigns are effective at increasing the volume of online traffic and developing online brand awareness.

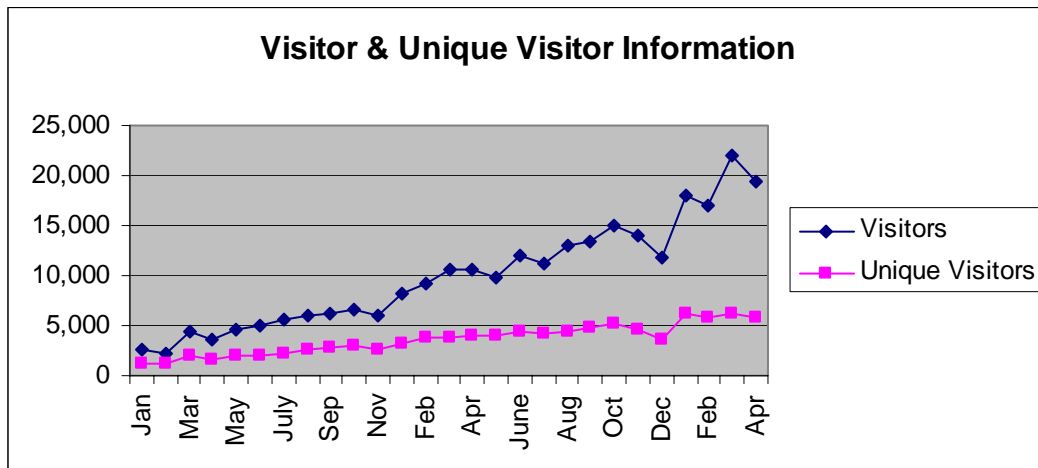
## **Results**

Since Occupancy Marketing was brought on board in 2004, online traffic and sales resulting from web enquiries have increased steadily.

Unique visitors to the site have increased from 2,000 per month to 20,000 per month, an increase of 1000%.

Internet business has progressed significantly from 10% of total revenue in 2004, to 32% in 2005 and in 2006; internet business is forecast to equate to over 40% of total business at Maximillion.

The chart below shows the levels of visitor traffic to the site from January 2004 to April 2006.



## **Summary**

- For the 2006 fiscal year, internet business is forecast to equate to just over 40% of total sales.
- Web enquiries now account for 48% of all enquiries at Maximillion.
- There has been a 1,000% increase in visitor traffic since 2004.