



GRAYCELL TECHNOLOGIES

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SEO- Just Provence

Background

Emotional Escapes' portfolio of Luxury rental properties has been amassed over 12 years in France and the UK market. The company wants to increase growth and penetration with digital marketing with a special focus on product strategy, onsite branding, social marketing.

Solution

The GCT SEO experts conducted researched and designed a custom product and marketing strategy for the company and focused on the target audience of the website. The solution included the following aspects:

1. Increased website traffic
 - Onsite activities were conducted to drive more site visits and get targeted prospects acquainted with the website.
2. Digital Advertisement
 - Custom landing page, email marketing and digital advertising with precise targeting. Ads were constantly revamped for better conversions, with targeted communication for remarketing and nurturing customers.
3. SEO Optimization
 - Content was shared via blogs, articles and press releases, optimised for search engines in order to harvest organic traffic and spread awareness about the properties.
4. Social media Campaign
 - Social Media promotion of website by creating the company Facebook page along with a daily property updates to increase consumer engagement and to increase awareness about the website on social media.

Results

The SEO approach with onsite improvements drove exponential results through the digital campaign as well as branding the company and boosting sales.

1. There is huge increase in the lead conversion ratio to almost 25% in the initial months of campaigning with a 100% increase in organic traffic.
2. A Reduced bounce rate by 40% was noticed with better ROI.