Virgin Balloon Flights is the largest passenger carrying balloon provider in the UK, with over 100 launch sites across England, Scotland and Wales. The roots the business were set in 1987, when founder of the Virgin Group, Sir Richard Branson, flew across the Atlantic in a hot-air balloon. Virgin Balloon Flights now flies over 30,000 people in its fleet of balloons.

Virgin Balloons wanted to target specific geographical locations in the UK. Despite having over 100 launch sites across the country, the brand felt that the awareness of a number of their locations was significantly lower than others. However, targeting specific cities and areas of the county was something that their website could organically rank for in the search engine results pages (SERPs). Therefore, in order to achieve its goal, Virgin Balloons came to us in April 2011 for a paid search (PPC) campaign that would deliver them results.
WHAT WE DECIDED TO DO

We began a series of location based campaigns where the ads contained county/city/region related keywords in accordance with their launch sites. However, we also suggested that Virgin Balloons should target more generic keywords through paid search, so we also began campaigns based on brand and non-brand search terms.

In addition, we started to monitor Virgin Balloon’s competitors to see whether we could react to any of their latest campaigns and offers by promoting the Virgin brand through paid search simultaneously.

Furthermore, we began a Remarketing campaign, whereby our ads could target those that have previously visited the Virgin Balloons site whilst they are surfing elsewhere on the web. Also, we rolled out a Product Listing campaign, which enabled us to provide more info and richer text about Virgin Balloon’s product within an ad.

“CLICK CONSULT’S PAID SEARCH WORK CONTINUES TO CONTRIBUTE TO OUR ONLINE COMMERCIAL SUCCESS. USING THEIR HIGHLY-ANALYTICAL APPROACH, THEY CRAFTED CAMPAIGNS TO ACHIEVE OUR SPECIFIC OBJECTIVES AND WE’RE VERY PLEASED WITH THE RESULTS.”

VIRGIN BALLOONS

WE’RE STILL CONTINUING TO SEE FANTASTIC COMMERCIAL RESULTS

Since our relationship with Virgin Balloons began in April 2011, we have seen some great results as a result of our paid search work. Our latest reports in June 2013 showed that, compared with April 2013:

- 50% increase in transactions
- 60% average increase in revenue
- 31% average increase in R.O.I.

Let's begin to lay the foundations of your next digital project.