BACKGROUND

Dating back to 1851, Peckforton Castle is a luxurious wedding and conference venue located in the heart of the Cheshire countryside. The castle was awarded Grade 1 listed building status by English Heritage in 1952 in recognition of the part it played in the World War II evacuation scheme when it was used as a hostel for 200 physically disabled children from the London area.

In recent years, the castle has been used as a shooting location for major films and television programmes, including Robin Hood, Sherlock Holmes and Doctor Who. Today the castle boasts an award-winning restaurant and a lavish spa, as well as an offering of adventurous activities, such as Land Rover experiences, falconry and mountain biking.

Peckforton Castle prides itself on being a family-run business that treats every guest like royalty.

WHAT PECKFORTON CASTLE WANTED FROM US

Peckforton Castle came to us in December 2013, as although they were generating leads, they wanted to improve the quality of their leads.

HOW WE HELPED

In order to generate high quality leads, we set about restructuring the business’s online marketing campaign.

Our initial research revealed that budget was being wasted on irrelevant, non-performing keywords. We performed in-depth keyword analysis to identify the right keywords for Peckforton Castle’s PPC drive in order to make the most of their budget.
"HAVING WORKED WITH PREVIOUS PPC SPECIALISTS WITH 'GOOD' RESULTS, WE WANTED TO FIND A COMPANY THAT COULD ACHIEVE 'GREAT' RESULTS FOR OUR BUSINESS. CLICK CONSULT ARE CURRENTLY DOING THIS THROUGH A MORE STREAMLINED TARGETED APPROACH, WHICH CONSEQUENTLY IS HAVING TWO MAIN BENEFITS, MAXIMISING OUR PPC BUDGET AND DRIVING OUR ENQUIRIES TO LEVELS WE HAVE NOT SEEN PREVIOUSLY!"

MATTHEW NAYLOW, DIRECTOR OF SALES & MARKETING AT PECKFORTON CASTLE

THE RESULTS SO FAR

Having refined the relevancy of the keywords, the click-through rate has improved by an impressive 115%.

As a result of restructuring the campaign, the cost per click is now at an all-time low, having fallen by 48% since December 2013 and 75% since November 2013.

In our work with Peckforton Castle to date, the conversion rate has increased by 10.1%, increasing the profitability for every booking. The success of our efforts so far proves that choosing the right keywords goes a long way in helping to attract the right audience.

CONTINUING OUR SUCCESS

We are striving to maintain and build on the impressive results we have seen in the short time we have worked with Peckforton Castle.

We continue to optimise and restructure the business's online marketing campaign in order to maximise their budget. Our plans include further fine-tuning of the keyword list, for example expanding on the list outside of Chester and Cheshire.

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

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