BACKGROUND

There are numerous reasons that the team here at Click Consult enjoy working with infographic campaigns. Firstly it gives us a chance to flex our creative muscles, from the initial pitch to the client and the idea creation, to the research and production of the content, everybody gets involved. After settling on the final content strategy we send it to our in-house design team and let them do their magic.

Infographics are a fun way of getting our clients’ message across and the highly sharable nature of them offers the best chance to build both social conversations and organic links.

These were two of the determining factors when we pitched the idea to Mobility Nationwide. We highlighted that there were plenty of opportunities to gain them the valuable links that they desired, whilst also helping them to get their message across to a large audience quickly.

ABOUT THE CAMPAIGN

The link building campaign which we implemented was one which centred on accessible travel and highlighting the best places to visit in the UK for those who require wheelchair access.

The campaign, which targeted blogger engagement and social amplification was delivered and analysed by our campaigns team and allowed bloggers interacting with it to add their own recommendations based on their previous experiences. This gave a personal approach to each piece and meant that the client was receiving unique coverage across the board.

Lifestyle, travel and family bloggers were engaged by the campaign team in dialogue around wheelchair accessible destinations and the importance of making travel and days out accessible to all. From this dialogue collaborative posts were gathered and enthusiasm to be part of the Mobility Nationwide campaign was fostered.
A visual asset was produced to accompany the collaborative posts which took the form of an accessible travel guide, highlighting some of the best destinations to visit across the UK in terms of wheelchair access. The visual asset provided additional support to the bloggers and also ensured the campaign was easily recognisable to the audience.

As part of the discussion process bloggers were asked to contribute their own personal favourite destination which they felt was fully wheelchair accessible. These personal suggestions were then collected in the form of blogger quotes which, if the blogger wanted, could be used to create a bespoke visual asset for both their blog post and social sharing. These bespoke visual assets ensured that the campaign became even more relevant to both their blog and readership.

As bloggers engaged with the campaign, relationships developed which allowed natural posts. The bloggers own experiences and suggestions also helped to form a strong endorsement for both the campaign and the Mobility Nationwide brand.

We created the visual below as part of an outreach campaign to reinforce their position as a market leader and to help increase their organic search visibility.
The results of this campaign were extremely positive and the latest set of data highlights an increase for Mobility Nationwide across the board. In terms of organic traffic levels the total visitor count was up month on month by 32.62%, and the number of new users rose 48.62% also. Much of this increase can be attributed to the 23 links that were generated by the campaign.

In terms of the social amplification of both the brand and the #travelforall hashtag, the results were very impressive. Over the course of the campaign Mobility Nationwide received 238 mentions and 112 retweets, all of which generated a huge 8.2million impressions. The #Travelforall campaign received 96k impressions, 77 mentions and 41 retweets all of which came with a 100% positive social sentiment rating.

To find out more about our technical expertise and the results that we’ve delivered, then why not contact us today.