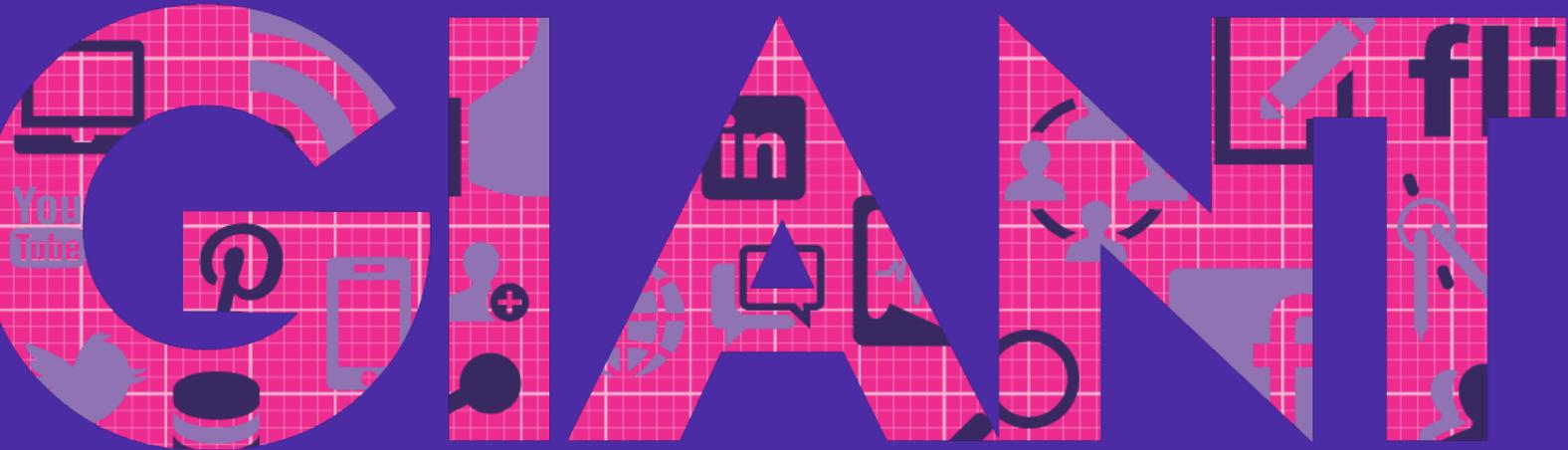


We've done some



things for JCB

“I feel very comfortable working with them and massively respect their professional opinion.”

– Faye Kavvadias, Marketing Manager

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THE CLIENT

JCB are a Volkswagen vehicle dealership located in Kent, and we first began working with them in March 2015.



When we started to work with JCB, we had to restructure the PPC account. Restructuring the entire PPC account and ensuring it was right has been challenging. We are also set specific targets for organic growth so strategising around that was a challenge.

OUR APPROACH

Ensuring the right strategy is in place, expanding content across key parts of the site and ensuring creative content supports that and engages with the right audiences. Keeping regular communication and making sure everyone is on board with the work taking place, and everyone has full visibility and a say in any strategies we are implementing.

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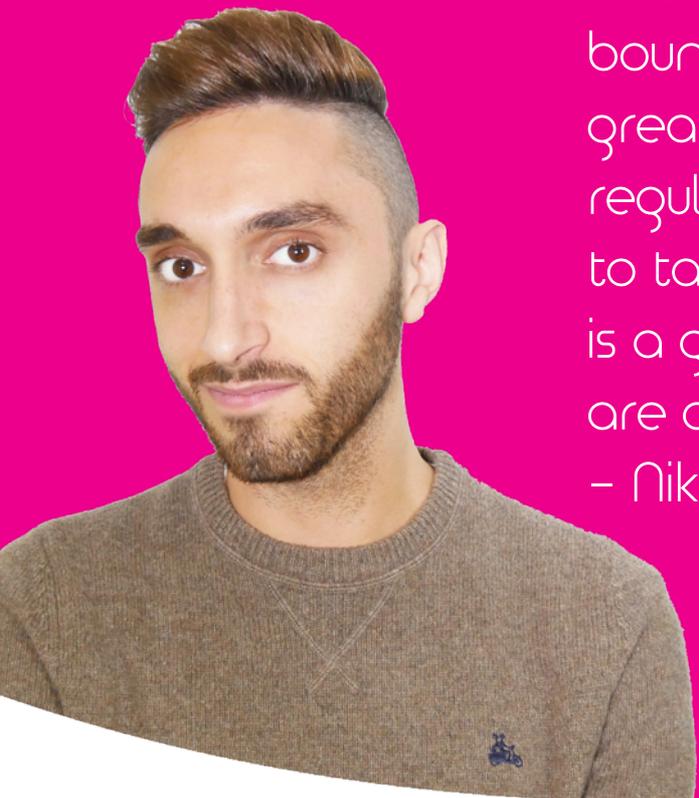
THE RESULTS

In Feb 2016 vs Feb 2015

- Goal Completions Up 94.2% for organic traffic
- Organic visits up nearly 19%
- New organic users up 17%
- Overall traffic bounce rate improvement of over 13%

“Our working relationship with Sleeping Giant Media is very strong. Communication is always honest and open and the team’s response to any queries we have is consistently thorough and timely. They take on our feedback willingly, listening and working extremely hard to ensure that we are pleased with the work they are doing on our behalf. In that respect, I’d describe the team as very attentive.”

- Faye Kavvadias, Marketing Manager



“Working with JCB is great. We regularly bounce ideas off each other, have great rapport and communicate regularly. We have had many meetings to talk over new strategies and there is a good level of trust in the work we are doing.”

- Nikoo Sarrafan, Account Manager

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