



## How Reform helped Buy Association to build a brand and diversify its proposition in difficult market conditions

### The Brief

Buy Association started out offering impartial advice to consumers looking to buy property abroad. Reform's initial brief was to maximize the brand's coverage in the search engines for property-related terms. However, the business proposition has evolved and now offers advice on cosmetic surgery, travel, money and business. Over time, Reform has supported the growth of the website content by optimising the site to target these new sectors, while continuing to run PPC campaigns to target the overseas property market.

### The Blueprints

As a new brand and website with no immediate search engine traction, Reform used PPC as a tactical tool to start to generate immediate traffic and membership sign-ups. At the same time, SEO recommendations were implemented on site, along with an aggressive link building strategy to build the site's popularity. This online marketing work dovetailed a proactive above-the-line marketing campaign to build brand awareness.

We continually refined the PPC to take advantage of market trends – a tactical approach which proved crucial during the fluctuating property markets of 2008 and 2009. We also capitalised on interest generated by TV viewers by targeting specific property locations mentioned in the property programmes.

To further optimise the PPC spend, SEO strategies focused on refining content further from both a long-term (buying guides) and short-term (latest news) perspective. This helped to keep PPC click costs low in a relatively high priced sector, along with increasing the traffic and conversions via SEO from a 5% share to an 80% share of overall site conversions.

The work on Buy Association is ongoing and continues to drive a higher return for the business. Reform is planning to redesign and update the homepage in order to match the new content sectors now integrated on the website, along with establishing fresh PPC objectives for 2010 and constantly evolving the SEO strategy.

### The Results

Reform generated a 40% YOY increase in natural search traffic (Sept-Nov 09 to Sept-Nov 08) and reduced the PPC cost per conversion by 50% in just one year. By improving the Quality Score Reform also drove down PPC media costs. By increasing Buy Association's natural search presence, Reform helped the business to reduce its reliance on paid search investment during the sharp decline in demand for buyers advice, caused by the recession.

The brand now has a broad church of search visibility for a wide range of keywords in highly competitive market sectors such as property (including top 10 in Google.co.uk for top tier keywords such as "property abroad" and "overseas property"). Buy Association is now often cited as a market leader in overseas property advice, due to its trusted web presence.

### What the Client said

*"Reform's PPC and SEO work to date has helped establish our brand as a key source of information in a very crowded market sector, with traffic continuing to increase despite the recent property market turmoil".*