

Dairy Crest To Extend its Acquisition Programme for its Online Milk Delivery Service milk&more Through An Integrated Search Marketing Campaign

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Dairy Crest, the UK dairy food company, is extending the reach of milk&more, its online milk delivery service through an integrated digital campaign which combines PPC, SEO and Affiliate Marketing. This will build on the success of the service which met its target of 250,000 new sign ups, in March 2010.

milk&more enables customers to order milk, bread and other essentials online to be delivered to their door by their local milkman. Since its launch last year milk&more has revived the traditional milkman service, making it easier and more accessible to homes across the UK, by taking the ordering process online. By registering online, customers can have orders delivered to their door up to six days a week. Customers can also order before 9pm from milk&more's extensive online grocery shop for next day delivery.

Dairy Crest has appointed search marketing agency Tug to deliver an online marketing campaign designed to increase awareness and traffic volumes and drive new customer registrations. Tug will be complementing their existing SEO programme to include PPC and Affiliate Management. An integrated search marketing solution looks to increase efficiencies and online impact.

Danielle Thompson from Dairy Crest said:

“milk&more has been a great success since we launched last September. We have transformed the traditional delivery service, improving the efficiency of door to door deliveries while maintaining the traditional milkman round. Tug's integrated, creative search marketing approach, will allow the business to target new prospects effectively, while creating efficiencies through streamlining the agency relationship – consolidating three key marketing channels with Tug.”

Nick Beck, managing director of Tug, said:

“milk&more has invigorated a very traditional British institution and made it accessible to a new generation of consumers. Our aim is to extend brand awareness and sign ups by owning as much real estate as possible on relevant SERPs.”

About Tug

Tug is a search engine marketing agency, providing expert strategic consultancy, campaign planning and management for major brands including: Wonderbra, Dairy Crest, The Dungeons, Arthritis Research UK and more. Tug's services provide a creative search marketing programme that builds brands, generates new media opportunities and improves lead generation. Its search marketing team provides expertise in pay per click campaigns, search engine optimisation and social media.

www.tugsearch.co.uk

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