

The Edinburgh Dungeon Launches Online Campaign For Its Latest Burke and Hare Attraction

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The Edinburgh Dungeon, the world famous visitor attraction from Merlin Entertainments Group, is launching an online marketing campaign promoting its latest gruesome attraction - Burke and Hare.

Search marketing specialist Tug has been appointed to deliver the campaign which will include a combination of SEO, link building, online PR and PPC.

Caroline Hepworth of Merlin Entertainments Group said:

“Burke and Hare is an exciting new attraction, exclusive to the Edinburgh Dungeon and we want to ensure that people searching online for great days out can find us easily. There is a resurgence and renewed interest in Burke and Hare, due in no small part to the forthcoming Hollywood movie due for release in the summer. Tug will ensure that people searching online for information on the subject will be aware of the [Edinburgh Dungeon attraction](#) which brings the city’s horrible history back to life.”

Tug will develop a pay per click campaign while concentrating on link building around the increased public interest in the subject. The online PR campaign will be mainly factually based, targeting schools and study projects searching for historical information on Burke and Hare.

Nick Beck, managing director of Tug, said:

“People of all ages have become intrigued by this slice of history and are searching for more information. Through our Creative Search Marketing – in this case a combination of SEO, PPC and online PR, we will raise awareness of the Dungeon’s new attraction as a compelling, must see exhibition for anyone looking to come “face to face” with this infamous duo.”

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, 118800 and more. Tug’s services provide an online 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.

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