

TUG USED SEARCH MARKETING TO CREATE ONLINE AWARENESS & USER ENGAGEMENT FOR SLUMDOG MILLIONAIRE'S UK LAUNCH

Tug, an independent search engine marketing agency located in Shoreditch, London, recently impressed Pathe's UK marketing team with the ability of PPC and SEO to play a key role in the film release marketing mix.

Pathe approached Tug to use search engine marketing to drive targeted awareness, engagement and relevant traffic within a tight budget, for their new release, Slumdog Millionaire.

December 08, Tug launched a PPC campaign across the major UK search engines targeting UK movie goers, the niche Indian market and independent film enthusiasts. Using a combination of keyword testing & bid management and ad testing & copy optimisation, Tug increased click throughs and drove the cost per click down throughout the campaign.

Tug also used SEO techniques to optimise the film's flash microsite. A short link building campaign was put in place to get the site to top position for 'Slumdog Millionaire' searches in the UK.

In addition, Tug launched a banner campaign across the Google content network of websites on a cost per click model. Standard banners as well as click to play video ads were served on relevant sites targeted at the chosen audiences. The cost model meant that banner impressions and even the trailers viewed within them were free – making awareness and engagement free.

Ultimately Tug drove over 75,000 new visitors to the Slumdog Microsite, displayed the trailer online 73,000 times and served over 21 Million ad impressions for only £13,000 over a 5 week burst.

Pathe are pleased with their first foray into search marketing and are working with Tug to develop a search marketing toolkit for subsequent film releases in the UK.

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