



## King & Allen Retail Sector

### Building brand value through creative online PR, and more...

[King & Allen](#), one of the UK's leading bespoke tailoring companies, asked us to drive leads through their website. We used revenue potential, journey planning and persona research to focus our efforts. Online PR was impressive in leveraging priceless brand awareness.

**Top line result:** During two years of work we have achieved an average **monthly ROI of 650%**

### Recession dressing, James Bond and engaging the 'City Worker'

Our [Persona Insight](#) research revealed that the 'City Worker' was one of King & Allen's key customer personas. We knew that some nifty online PR on key websites would be an ideal way to introduce them to the brand, drive traffic and boost natural search rankings.

Our PR team conjured up the news worthy hooks of "Dressing for the Recession" for city types feeling the pinch and "How to Dress Like James Bond" for the aspirational male audience.



#### This is how it worked:

- ◆ Dressing for the Recession captured The Telegraph's imagination and they sent a journalist to interview Adam King, giving him the chance to show off his expertise and showcase King & Allen suits. [View the video here](#).
- ◆ Timed to coincide with the launch of the new James Bond "Quantum of Solace" movie, the PR team actively contacted journalists to pitch a story on "How to Dress Like James Bond". This was picked up by several sites including [The Mirror](#).
- ◆ Aimed at city lawyers, the article "Step Up, Look Sharp in 2009" presented King & Allen's suits to a key target market and provided a valuable link back to their site from [Law and More](#).

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*I took on Propellernet because over the years you have- through experience, instinct and some excellent recruiting – built up a skill set that encompasses all levels of internet marketing.*

*Adam King, Founder,  
King & Allen*

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*Whilst others may see SEO, paid search or social media as Silos, Propellernet understands that things aren't so black and white - that these definitions are now blurred, and that sometimes disciplines will merge with each other.*

**Adam King, Founder,  
King & Allen**



## What's more? Raising awareness, consideration and commitment

[Revenue Potential](#) and [Journey Planning](#) identified immediate opportunities to drive more leads and engage customers. We focused our time on improving awareness and consideration through natural and paid search and via social media channels like Twitter and Flickr.

Our conversion experts also improved commitment; simplifying the booking form, making the site user friendly, easy to navigate and providing the customer with a good online experience.

## And the results?

- ◆ During nearly two years of work we have achieved an average monthly ROI of **650%**
- ◆ Online PR has been phenomenally successful with valuable coverage on websites like The Telegraph and The Mirror which each receive millions of unique visits each month
- ◆ Significant improvements in search rankings for key terms such as 'suits'
- ◆ Increased conversion rate *within one week* of simplifying the website's booking form

Another example of our performance based commercial model in action...

**Strategy:** [Revenue Potential](#), [Persona Insight](#), [Raising awareness](#), [consideration](#) and [commitment](#)

**Delivery:** [Online PR](#), [Natural Search](#), [Paid Search](#), [Social Media](#), [Conversion Optimisation](#)

Find out more...

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