



## The Telegraph Media Sector

### Driving more leads with a unified online marketing strategy

Visitors increased by **608%**.

[Telegraph.co.uk](http://Telegraph.co.uk), the online channel of the Telegraph Media Group, engaged us to drive more leads to key revenue generating areas of their website.

The core objectives were to increase the number of unique visitors to the classified section of their Travel site and increase the conversion rate from visitors to completed registrations on their Jobs section. Our unified strategy exceeded these targets in record time...

#### Top line result:

Travel visitor numbers **increased 608%** within three months.

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*Our account was closely managed with plenty of communication to keep things going and, as a result, our targets were exceeded.”*

**Janet Irwin, Online Acquisition  
Marketing Manager,  
The Telegraph**

### Targeting the "cruise" audience

[The Telegraph](http://The Telegraph) had the ambition of being a key destination for over-45 cruise market. We combined social media and paid search in relevant networks to reach these customers and drive them to the Telegraph Travel site.

#### This is how we did it:

- ◆ Implemented targeted paid search campaigns to grab awareness on Google, Yahoo Search, MSN and Facebook
- ◆ Placed engaging editorial features on relevant websites visited by our target audience, including Takethefamily, Wanobe, Mumsnet and Laterlife

## Driving job applications

Our second key target was to increase the conversion rate on The Telegraph Jobs site, increasing the number of visitors who submitted their CV's and registered for more information.

It wouldn't be enough just to raise awareness, we had to leverage commitment too. We used Revenue Potential to identify Construction, Engineering and Sales as the key job sectors on the website and focused our efforts at jobseekers in these areas.

### This is how we did it:

- ◆ Implemented targeted paid search campaigns to drive awareness through Google, Yahoo and MSN
- ◆ Launched campaigns on key jobs portals to reach a wider number of our target job seekers, including Careerjet, Local Recruit and Check4Jobs

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*Propellernet really got stuck in and were very pro-active, getting things done quickly.*

**Janet Irwin, Online Acquisition Marketing Manager, The Telegraph**



## And the results?

- ◆ **608% increase** in key visitors to The Telegraph's travel section within three months
- ◆ Almost **triple the conversion rate** on the Jobs site, increasing it from 13.61% to 38.99%
- ◆ Exceeding job registration targets **by 73.8%**

Another example of how Propellernet can help clients unlock revenue potential when leading-edge services are underpinned with unified strategy...

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

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

Find out more...

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