



As one of the most recognisable motoring brands in the UK, Kwik Fit is at the forefront of the industry. Whilst an enviable position to be in, there is always competition and it is vital that they remain at the pinnacle.

Over the last six months of 2017 we not only exceeded all seven targets set by the brand, but we also ran an ad hoc social media campaign which proved to be their most successful ever. Here's how we did it.

HOW WE HELPED

Click Consult was approached by Kwik Fit to create a new organic search campaign focused around car safety and preparing your car correctly for journeys. Our aim was to develop a unique link building and social engagement campaign.

We created a campaign looking at what areas of your car to check before heading on a long drive. This required online influencers and bloggers to write about how to check your car and prepare for a long drive. This could include checking oil levels, windscreen wash, checking tyre tread, or making sure all brake lights and headlights work correctly.

As with any campaign there has to be a clear set of objectives and they depend on two things:

- what we feel will make the greatest difference to the business
- what is achievable in terms of budget and timescale

In such a competitive market, where Kwik Fit is already a leader, we knew that we needed a bespoke campaign to solidify this position and we had to open the company up to other potential audiences.

In line with our meetings it was agreed that we would look to increase the following seven areas for Kwik Fit:

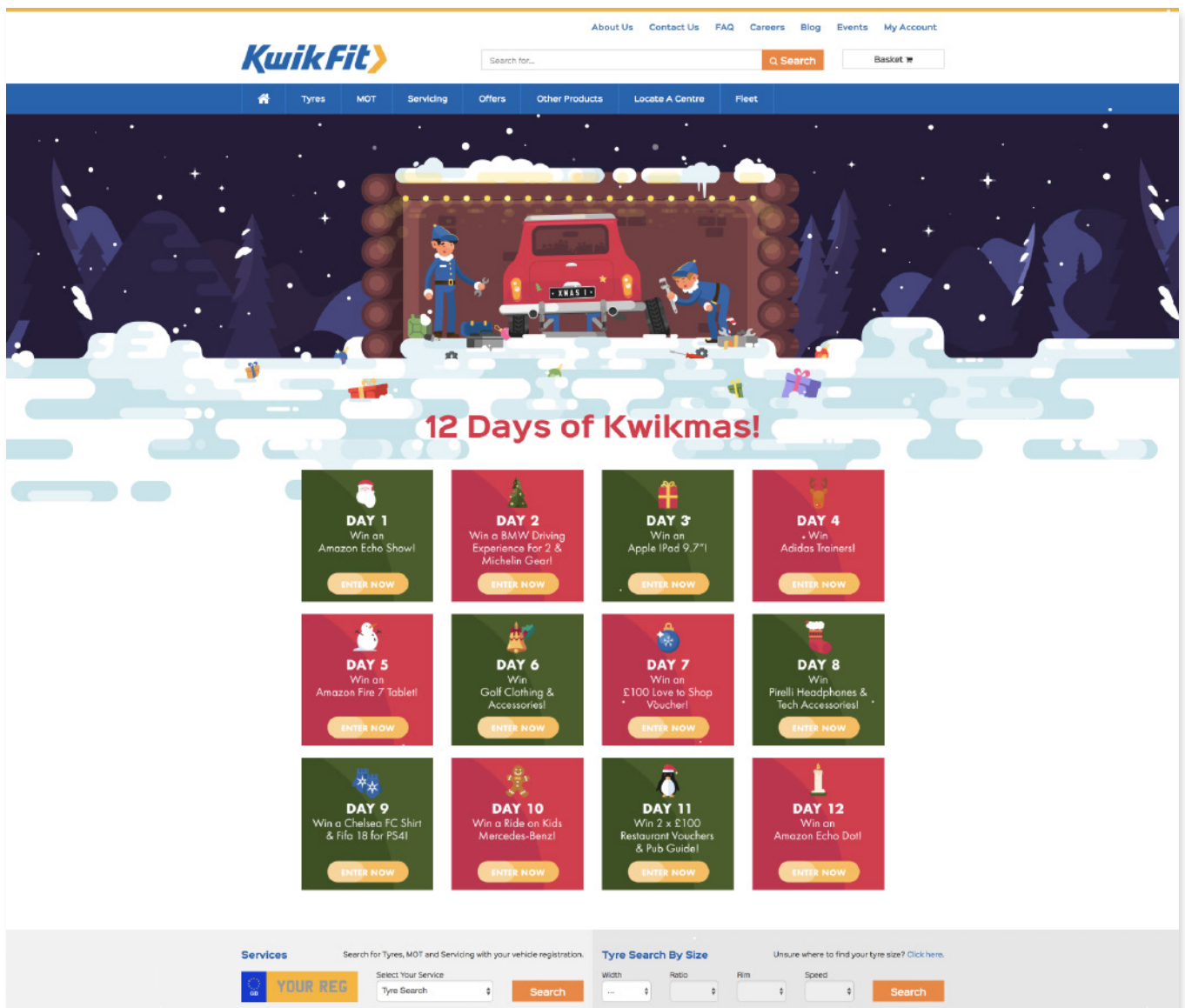
- Organic Sessions
- New users
- Conversion rate
- Revenue
- Actual order value (AOV)
- Keyword rankings
- Average Domain Authority (DA) of new links.



Our aim was to increase awareness of the Kwik Fit brand, and to support Kwik Fit's SEO presence for certain products and webpages, mainly tyres, batteries, MOT and servicing. We looked at on page optimisation of the existing content to help visibility as well as creating the following assets to build the link profile:

- Content and design for 1 x 15-page eBook
- Blogger fact sheet x 1
- Social images x 10 optimised for Twitter and Facebook

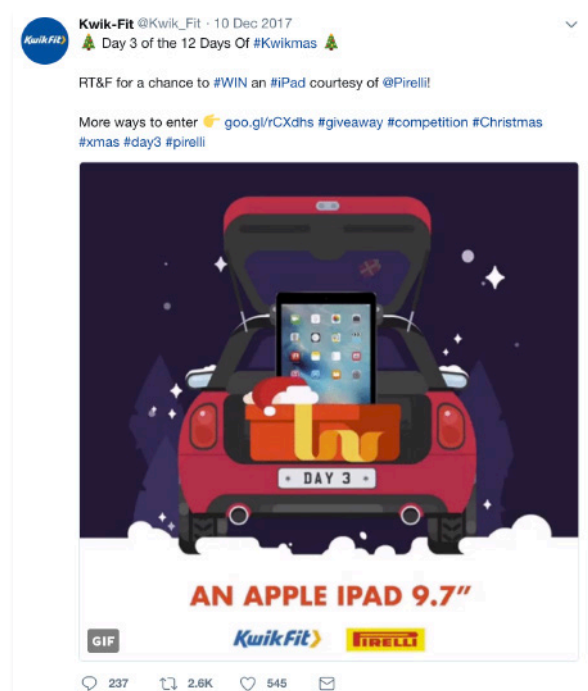
As a result of early performance, we also took on a social media campaign with a view to boosting the brand's visibility in month five of the six month contract. This campaign included the content curation and design of 12 bespoke social posts revolving around Christmas or #Kwikmas. We initiated a series of 12 GIFs in which entrants could win a selection of presents. The animation proved a huge hit with 22.8k shares and 5264 likes on Twitter alone.



The previous image, showing the campaign's homepage takeover of the Kwik Fit website, has seen us win yet another contract to produce a similar campaign for Easter 2018.



The following images highlight some of the social shares that we posted. All 12 days of the campaign had good traction and were a hit in terms of views, shares, likes and retweets.



At the start of any campaign you really have to understand where the business you are working for sits within their market. We conducted both a full site audit, looking for keywords and links and checking the profile of them as well as running a full competitor analysis. Our in-house [suite of tools](#) helped us to identify any keywords that might have significant volume which we should be targeting and also pointed out poorly performing keywords to exclude. There was not only a link building strategy in place but an on-page optimisation strategy. We also had involvement with design and social media.

- Click created a 15-page eBook for Kwik Fit that acted as a downloadable checklist for drivers to use before they head off on a long journey. The eBook was useful for those who travel often, or for those who travel on long journeys.
- The campaign was shared with family and parenting bloggers, lifestyle bloggers, automotive blogs and any other relevant websites with a Domain Authority of 20+, 35+ or 45+.
- The bloggers created unique content about the sort of checks you should be making as well as why it is important to make them. There was lots of variety within the posts. Some bloggers wrote about how the checks are an important step to keeping your children safe while on the road, others talked about keeping other road users safe and some talked about their own personal car safety check routine.
- The campaign keywords were all brand focused, eg Kwik Fit, kwik-fit.com or www.kwik-fit.com. The links went to either the homepage or relevant services pages, eg tyres, MOT, or battery.
- A total of 94 links were earned.
- A social launch plan was provided for Kwik Fit to use on their social channels. This encouraged the use of the hashtag #CarSafetyChecklist and encouraged bloggers to tag Kwik Fit in their social posts.
- A social listening stream was set up to monitor the use of the hashtag, and campaign-related mentions.



The campaign was created to target the following primary keywords:

- Kwik Fit
- Kwik-fit.com
- www.kwik-fit.com

The campaign created a natural link-building pattern to support SEO around these search terms. We contacted bloggers who showed an interest in cars, or bloggers who owned cars.



We had a high volume of bloggers interested in the campaign. Many of the bloggers wrote about how to check your car, what to check for, and how important it is, especially if you have children in the car. We also contacted some parenting bloggers who could write about things such as having a legal booster seat, etc.

The variety of content was good, and demonstrated the amount of ways the campaign could be taken. Because of the variety of blog categories we could target, we got a wide variety of content on a range of sites, therefore reaching a wider audience.

To further engage the bloggers' audience, they were encouraged to add a second link to their post. Click produced a 15-page eBook that could be downloaded from the link embedded in the blog posts. The asset was there to support the content, and also to make the campaign more shareable online. The audience was able to fully engage with the post because of the eBook. However, if they did not wish to include it for any reason, we encouraged posting that looked natural and in-keeping with their blog theme. We also asked them to ensure their content was in-keeping with their current audience.

We identified high Domain Authority bloggers for this campaign ranging from 20+, 35+ and 45+, which resulted in a high level of link building, supporting the Kwik Fit brand and online presence as a car servicing and car parts supplier company.

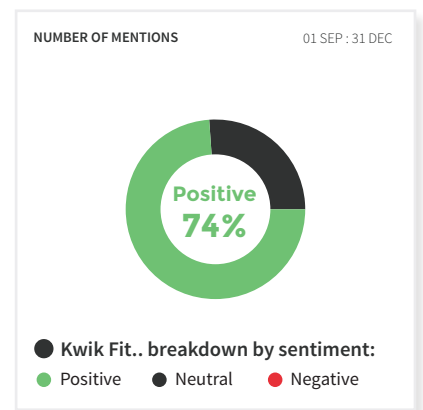


THE RESULTS

TARGET	ACHIEVED
Increase Organic Sessions	+10%
Increase New Users	+14%
Increase Conversion Rate	+17%
Increase Revenue	+23.2%
Increase AOV	+7.77%
Increase Keyword Ranking	+44%
Increase Average D.A	+9.39%

45% of social accounts using the bespoke hashtag #CarSafetyChecklist on social media came from accounts with a large following of over 10,000 followers, which really helped with the final impressions. There was no negative sentiment for the campaign, and was 74% positive. The 26% neutral sentiment came from retweets.

In terms of the outreach part of the project Click created this campaign for Kwik Fit in order to increase brand awareness, improve site rankings and build natural links to the Kwik Fit site.



All 94 links have been successfully posted and are live on the bloggers' websites. They are across a range of Domain Authorities and have an average of DA 36. Throughout the campaign period, the team monitored the rankings for targeted keywords and we are pleased to see improvement for many of the phrases.

The campaign was received well by the target audience. This is apparent from social engagement results of a million impressions and 100 mentions, which came from social influencer accounts with a large following of over 10,000 followers.

The campaign was successful in achieving campaign objectives, raising awareness of the brand across social and supporting SEO activity. All of the links that were promised pointed to one of the target URLs and the wider scope of improving keyword rankings for certain terms proved fruitful. At the start of the campaign they asked us to look at 12 of the most competitive terms in a competitive market and improve them.

At the start of the process they didn't rank in P1 for any of the terms and they felt that this was putting them at a disadvantage. Looking at the table below you can see that this campaign delivered improvements in 11/12 keywords (+91%) and that all 12 (+100%) improved into the top five positions. We also garnered 4/12 keywords in P1 (+33%).

KEYWORD	Avg. Rankings		
	BEFORE CAMPAIGN (AUGUST)	CAMPAIGN END (DECEMBER)	CHANGE FROM START
exhausts	3	1	2 [^]
van battery	6	3	3 [^]
mot test centre	7	1	6 [^]
book mot online	4	3	1 [^]
book mot	5	3	2 [^]
car servicing	2	1	1 [^]
car service	3	2	1 [^]
oil change	3	1	2 [^]
cheap tyres	7	4	3 [^]
new tyres	6	5	1 [^]

This is without a doubt one of the best performing, short term, campaigns we have ever ran for a client and has led to future projects and increased budget. They were so impressed with the work that we had done on the account and the results that had been returned. Kwik fit then decided to look at our other specialisms, including paid search (PPC) and more specifically our in-house PPC support package.



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We also understood the problems they faced for managing their PPC accounts but acknowledged their wish to keep it in-house. We looked at how working with our 15 bespoke PPC tools they could:

- Keep up to date with the fast moving industry.
- Benefit from knowledge sharing opportunities.
- Benefit from a more all-rounded approach provided by an agency with specialists in many areas.
- Improve efficiency.
- Peer review all work and reduce the likelihood of human errors.
- Cover holidays or sickness to prevent huge disruption to account management.
- Gain access to high level Google support and the latest betas befitting a Premier Google Partner.

Essentially, we filled the gaps and offered Kwik Fit the best of both worlds.



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Click are experts in their field when it comes to search engine optimisation. Click have proven they can work with web sites of varying sizes and apply their expertise in a bespoke manner for the needs of the business in order to achieve results.

Andrew Lane, Kwik Fit

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