

Bigmouthmedia wins BT account

Submitted by: pr-sending-enterprises

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BT has selected bigmouthmedia to provide search engine marketing for The Phone Book from BT and BT Tradespace.

The deal follows pitches from seven agencies and includes both paid for and natural search (http://www.bigmouthmedia.com/products_services/search_engine_optimisation/).

“We were impressed by bigmouth’s wealth of knowledge of search disciplines and their approach inspired confidence. We believe that using one agency for both paid for and natural search will pay dividends for us,” said Nick Ratcliffe, general manager Marketing and Strategy, BT Directories.

BT Tradespace is BT’s growing online community incorporating a business directory and marketplace. Customers can buy and sell products and services, find a business and network. Unlike a conventional business directory, members can use social media tools such as blogs, photos, videos and podcasts to promote their products and services.

“This is an exciting win for us. Due to the scale and complexity of BT’s operations this promises to be a challenging project, and we are delighted to be taking a lead role in ensuring the brands’ continued online success,” said Lyndsay Menzies, managing director of bigmouthmedia UK (<http://www.bigmouthmedia.com/>).

One of the world’s leading providers of communications solutions and services operating in 170 countries, BT’s principal activities include the provision of networked IT services globally; local, national and international telecommunications services; broadband and internet products and services and converged fixed/mobile products and services.

For prospective customers, BT Tradespace provides the opportunity to get to know a business before buying from them.

The online edition of The Phone Book from BT offers both Business and Residential A-Z listings as well as classified ads.

The campaign will be tracked using DoubleClick technology.

Notes to Editor:

About bigmouthmedia (<http://www.bigmouthmedia.com/>)

Founded in 1997, bigmouthmedia is Europe’s largest independent digital marketing agency. With a team of over 200 staff across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: PPC and Search Engine Optimisation (http://www.bigmouthmedia.com/products_services/search_engine_optimisation/), Online Media Planning, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

Leading the digital marketing strategies of a third of the UK's most trusted brands, bigmouthmedia services over 300 big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

www.bigmouthmedia.com/media

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