

The Harley Medical Group selects bigmouthmedia to run PPC campaign

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Bigmouthmedia has been appointed to lead the search marketing strategy for Britain's biggest cosmetic surgery group, The Harley Medical Group.

The Harley Medical Group, which runs a network of over 23 Cosmetic Surgery clinics throughout the UK, selected bigmouthmedia following a competitive pitch process. Now responsible for managing the group's PPC (http://www.bigmouthmedia.com/products_services/pay_per_click_management/) campaign, the agency has already begun its overhaul of its search advertising strategy.

Since opening its doors in 1983 Harley Medical has treated more than 400,000 procedures nationwide. Established as a leader in the field of cosmetic and plastic surgery, the group employs hundreds of specially trained doctors, nurses and surgeons and is approved by the Healthcare Commission.

"The Harley Medical Group is a high-quality brand, and running a PPC campaign that both promotes and protects such a reputation requires measured, sympathetic handling. We're delighted to welcome them as a client and are looking forward to a successful partnership," said Lyndsay Menzies, bigmouthmedia Chief Operations Officer.

The deal extends the working relationship already established between the two companies. After working with bigmouthmedia's SEO team for three years and its display team for 18 months, Harley Medical reports seeing a marked increase in traffic, top rankings in a very competitive market place and a marked increase in their online ROI.

"We were looking for a pair of safe hands capable of deriving real value from our digital marketing campaign. Bigmouthmedia's industry-leading PPC expertise and established track-record for managing big brand reputations online made them the natural choice," said Liz Dale, Marketing Director at The Harley Medical Group.

"The bigmouthmedia team is great to work with, enthusiastic, knowledgeable and is very much part of the Harley Medical marketing department, and we have confidence that this partnership will continue".

About bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located 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: Search engine optimisation (<http://www.bigmouthmedia.com/>), PPC, Online Media Planning, Affiliate marketing (http://www.bigmouthmedia.com/products_services/affiliate-marketing/), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news (http://www.bigmouthmedia.com/news_information/industry_news/) to ensure clients are fully informed and aware of all industry developments.

High-res images available on request

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