

Family Investments Award Integrated Search Engine Marketing Campaign To SiteVisibility

Submitted by: SiteVisibility (Brighton)

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SiteVisibility, a leading UK based Search Marketing Agency, is pleased to welcome Family Investments as a new customer. Following a competitive pitch, SiteVisibility have been awarded a multi-disciplinary contract to increase the online presence of Family Investments by managing and optimising their SEO, Paid Search, and Online Marketing campaigns.

Family Investments is an award-winning children's savings provider and an expert in family finances. They have over 35 years' experience providing affordable savings and investment solutions for families of all incomes, and as a mutual the company is owned by their customers and are directly answerable to them. They are currently managing a portfolio of over £2.8 billion of family money for more than 1.5 million people in the UK.

Simon Lloyd, Digital Marketing Manager at Family Investments, awarded the contract to SiteVisibility as the company "understood our target customers and came up with an SEO strategy that closely aligned itself with our customer segments. Family are advocates of collaborative working and we have agreed regular joint "in office" planning & strategy sessions. We are confident SiteVisibility will accelerate our search momentum, as we launch our new Children's Savings product - the Junior ISA (<http://www.familyinvestments.co.uk/junior-isa.aspx>).

After winning the contract, Oliver Klander, Sales Director at SiteVisibility said "The team at SiteVisibility are really excited to be working on this integrated Search campaign combining the Paid Search & Organic Search disciplines. This is an exciting project as Family Investments introduce a portfolio of new children's savings products incorporated into the Junior ISA (<http://www.familyinvestments.co.uk/junior-isa.aspx>) programme"

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