

Bigmouthmedia Nominated For Two Travolution Awards



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Bigmouthmedia has been shortlisted for two awards at the prestigious 2010 Travolution Awards.

Judges at the awards - which recognise excellence in the travel marketing industry - handed Europe's largest independent digital marketing company nominations in two critical categories.

Bigmouthmedia's work with British Airways has seen the industry-leading campaign placed amongst the front runners to carry off the 2010 trophy for Best Use of Search Engine Optimisation, while the agency's successful strategy for Macdonald Hotels has seen it named amongst the contenders for the Best Use of Affiliate Marketing prize.

Anneli Ritari, senior travel strategist at bigmouthmedia, said: "We're delighted to have been nominated in two categories. The team has worked closely with both BA and Macdonald Hotels to deliver what have been two extremely effective strategies and we're very pleased that all their effort and innovation has been recognised in this manner. It's a real boost for everyone involved."

For their winning campaign [bigmouthmedia](#) and British Airways partnered again to launch an ambitious search campaign integrating SEO and PPC aimed at improving SEO rankings, reducing PPC spend and ensuring PPC budget was used tactically to drive incremental sales volume. Their strategy, which carefully matched business objectives, achieved, cross-channel synergies to maximise ROI and budget efficiencies and delivered excellent results, including 31% reduction in paid search CPA, 87% reduction in PPC spend for certain keywords and

400% increase in number one ranking positions for "flights to <destination>" keywords.

The proactive [affiliate marketing](#) campaign which bigmouthmedia put together for Macdonald Hotels based around the use of bespoke offers and improving coverage of hotel name and brand-hybrid terms achieved equally strong results. In addition to improved ROI across all online channels the strategy saw average booking values increased by 13.9% and drove a 110% year-on-year increase in revenue from the affiliate channel for the group.

Phil Gripton, managing director of bigmouthmedia UK, said: "Nominations for awards like these are a fitting reward for a job well done. I'm delighted to have seen all the team's hard work on behalf of our clients recognised and look forward to seeing what they'll achieve next as we continue to deliver hard hitting and innovative campaigns that make a success of our customers' online businesses."

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](#), PPC, online media planning, affiliate marketing, social networking, brand monitoring, online PR and web analytics. Bigmouthmedia also provides up to date [digital marketing news](#) to ensure clients are fully informed and aware of all industry developments.

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