

The Client

Sixty Second Parent

One of the world's leading publishers of pediatric health information and practical parenting advice. Global marketing managed from Australia with main target market the USA.

The Industry

Publishing – Books and Online

The Goals

- Launch a new sub brand for series of parenting books – The Triumphant Child™.
- Establish trust and engagement with target market (young Mums).
- Increase website traffic and build customer database.
- Generate revenue via book and DVD sales.

Traffika's Solutions

- Cost effectively build brand awareness via high reach and frequency display ad campaign on premium US parenting websites using pay-per-click media buying.
- Develop brand identities on the major social networking sites (Facebook, Twitter & Myspace) as well as 12 niche social media platforms with high target market engagement.
- Microsite to support new brand.
- Regular blogging campaign giving much of the book content away for free. Distribution of blog content via syndication on social networks and 'content mash-ups'.
- Identification of key 'mommy blogger' influencers and activation via online book review campaigns.
- Search Engine Optimisation (SEO) on high volume / low competition industry search terms to raise visibility in the search engines.
- Extensive Google Adwords campaign (SEM) to cost effectively drive targeted and immediate traffic.

The Results

- Dominate first 2 pages of Google natural search with listings for 19 of the top 20 search results.
- Email database has grown by 100%.
- Achieved \$9,200 worth of branding on premium US parenting websites for just \$150 in performance media investment.
- Grow Twitter profile to over 3,500 active followers (and growing).
- Firmly established The Triumphant Child brand with the target marketing as leading influencer and trust worthy source of parenting information.
- Increased revenue by 150% from sales and presales of books.



www.sixtysecondparent.com

“ To successfully access the large online markets in North America we need to work with a partner that knows their stuff and can help us find a voice amongst the sea of competition. Traffika have worked with us in developing a strategically focus program of social media and search marketing activities. Our industry is tough and we demands results, I am happy to say Traffika has delivered on all fronts. ”

Steve Huff
Chief Executive Officer
Sixty Second Parent

