



## COMPANY DESCRIPTION

Travel and lifestyle bloggers for various sites & magazines.

## STRATEGY

The731report had a very limited and basic blog site. Establish a professional blog site that showcases the 20yrs of Travel that brings the world to peoples living rooms. Improve awareness that helps secure more writing contracts

## SOLUTION

Move existing blog from blogger to WordPress. Design & create a custom website from scratch that can support heavy image content & media articles. Install tracking pixels & codes for retargeting & ads. Implement SEO and Schema. Ongoing website maintenance so writers can concentrate on copy.

## BUSINESS RESULTS

- complete re-branded including logo
- established database of subscribers
- attracted new writing work via website

## RESULTS - 3 MONTHS

- exceeded follower growth target by 700
- Greece article SEO ranking SERP 9
- secured monthly position for travel mag

## TESTIMONIAL - PAUL/TRAVEL BLOGGER

socialbuzz has been incredibly patient with us. We came with no vision & didn't know what we wanted. After a solid strategy session, our un-known dream started to come alive with the first website draft & we instantly knew we had made the right choice to work with socialbuzz. We have been able to target publishers & tourism depts & secure more work. Our investment has paid off 10 fold thanks to our swanky new website & creative direction from socialbuzz

