



Wolters Kluwer UK adds up the benefits of good search campaigns

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Richard Leader
Online Marketing Manager

www.wolterskluwer.co.uk

Wolters Kluwer UK, a leading information services and publishing company, enlisted Google’s help to deliver an online marketing campaign that would raise awareness of products under two of its key brands in the UK, CCH and Croner. The company has long been aware that many of its target business audience were going online to find information related to their profession. As a supplier of the products and services these professionals were looking for, Wolters Kluwer UK knew it had to reach this group at the time they were actively looking for help if it was to really drive traffic to its brand websites and get them working harder as sales distribution channels.

AdWords became the perfect marketing solution to help achieve the key objective of generating leads and online sales. In fact, Google’s campaigns for CCH and Croner met this objective so well that within just a few months, Wolters Kluwer UK was convinced that the Google network was the only place to carry out search marketing.

Knowing what the audience wants

With operations worldwide, Wolters Kluwer UK has provided products and services for professionals in sectors such as tax, accounting, HR and financial services for more than 60 years. It was its accounting and tax brand, CCH, which was the first to benefit from a search campaign using AdWords.

Like many of Wolters Kluwer’s brands, the target audience for CCH is tightly defined. Whilst this poses challenges for some traditional marketing channels, AdWords, coupled with the CCH marketing team’s vast knowledge of its customers, was able to take advantage of the situation. Richard Leader, Online Marketing Manager for the CCH and Croner brands, explains, “It’s our business to know a lot about our target audience and their professions. For CCH, this means understanding the accountancy sector inside and out. Accountants know what they want and experience has shown us that they will use very specific terms when searching online. As long as we are in tune with their needs, we can anticipate what those terms will be, which in turn means AdWords will help us to grab their attention when it matters.”

Reaching far and wide

For CCH’s marketing team, the benefits of getting the search terms right was considered to be just one element of the success of the campaign. The team firmly believes the activity would not have performed so well without the sheer size and quality of Google’s network which, as Richard Leaders explains, Wolters Kluwer UK now believes is the only place to carry out search marketing, “A good online presence is essential in today’s market place but there is no point having a great website if no one is looking.”



5 KEY BENEFITS OF ADWORDS FOR WOLTER KLUWER’S:

- Very specific targeting
- Wide reach (size & quality of Google’s network)
- Receptive audience
- Ability to market niche products with low investment and risk
- Highest ROI ever seen for a marketing activity

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Richard Leader

Online Marketing Manager

ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads

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This first campaign for CCH was quickly followed with a campaign for Croner, Wolters Kluwer UK’s business legal compliance brand. Again, the formula of knowing what the audience wants and using the right terms to get their attention delivered great results.

Pull not push

Another facet of the campaign which has helped deliver such great success is the ‘pull’ rather than ‘push’ nature of the activity. Wolters Kluwer UK places a lot of importance on the fact its ads are being seen when people are receptive. This is a great plus point in comparison to other unsolicited routes where people are not specifically looking to be sold to – such as direct marketing – that may never reach the target audience at the right time.

Richard Leader summarises, “The beauty of these campaigns is that our brands are brought to the attention of potential customers after they’ve started a journey to find information and help. AdWords enables us to meet them on this journey and keep them on the path to our door, where hopefully they will find exactly what they need on our website.”

Counting the success of search

Since its first campaign for CCH at the end of 2005, Wolters Kluwer has carried out more than 30 campaigns for products under the CCH and Croner brands. Twenty one of these campaigns are still running – which is a reflection of the fact that the activity has delivered the highest ROI rates Wolters Kluwer UK has ever seen for marketing activity.

At the same time, AdWords has helped the marketing team conquer unknown territories with campaigns for more niche products. These campaigns have allowed the company to try out new markets and advertise niche products with relatively little investment and low risk. Again, the results have been excellent, with the campaigns generating new leads for products which, in the past, had received very few leads or even none at all.

Overall, the results have been so impressive that Wolters Kluwer UK has decided to put a larger portion of its marketing budget into online campaigns with Google and will expand its product focused search campaign to include brand building activity campaigns with the next year. Richard Leader concludes, “We spent more on online marketing in 2006 than ever before and this is a trend that is set to continue at the expense of disciplines such as direct marketing. We’d be mad not to with such impressive ROI figures and high quality leads coming in week on week.”

