



About All Things Wild Nature Centre

All Things Wild Nature Centre (ATW) is situated in Honeybourne, Evesham, United Kingdom and is an all-weather family attraction. The company launched in 2013 and as a new attraction faced the challenge of reaching out to customers. Competing visitor attractions dominated the market. ATW employed the services of Gambit Nash in January 2015 to increase their share of the market and drive up visitor numbers.



Marketing Goals

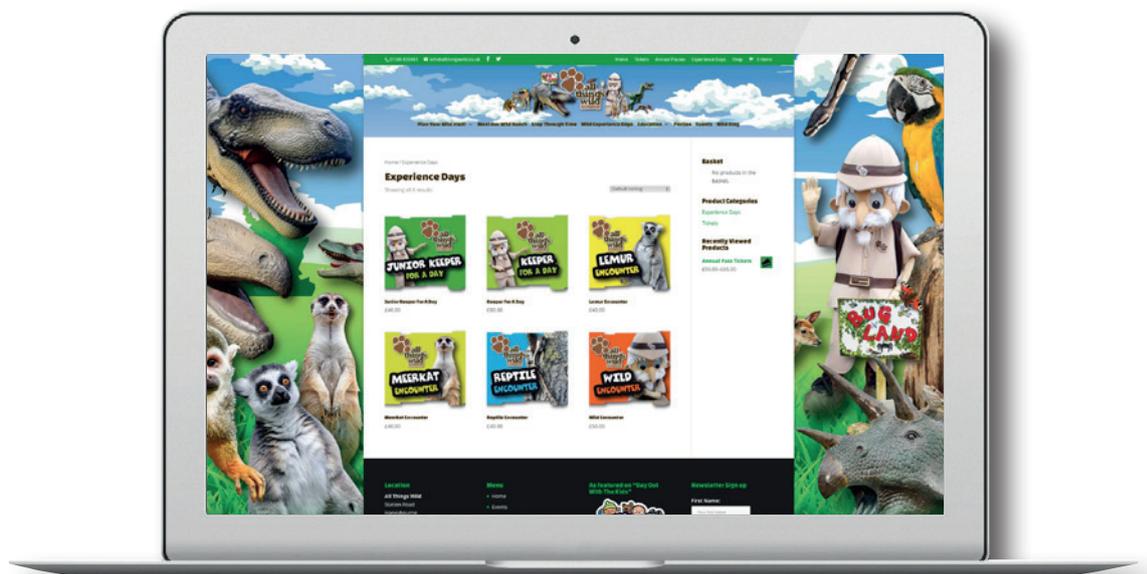
The primary objectives for this digital marketing campaign was:

1. **Raise brand awareness through social media**
2. **Increase website traffic**
3. **Drive up visitor numbers**

Challenges

Challenges included:

1. **Previously unranked website**
2. **Wide range of key search terms**
3. **Very crowded and competitive market**
4. **Small initial budget**





What we did

1. Investigation & learning phase

This research was based on ATW's current website and social media performance.

2. Planning for delivery

This was done jointly with ATW and included areas of focus, actions and measurable targets. These formed the basis of our monthly reporting to ATW.

3. Site optimisation & content marketing

The website was restructured to improve the user-experience. We added relevant information, content and ensured that this was optimised responsively. We made elements of the website more interactive to encourage new visitors to engage, revisit and convert.

All of ATW's website content was fully optimised for search engine performance.

4. Micro-marketing through social media

ATW passed control of all social media channels to Gambit Nash to ensure everything worked together. We worked closely with ATW to create daily content that was relevant and engaging. Our intention is to attract people to 'like' their page and engage with their posts. We ensured all content created was optimised appropriately with consideration to the sites rules i.e. character count and which sites supported embedded videos and Gifs.

We also managed paid advertising through social media marketing to boost the page/post reach and increase user engagement with appropriate calls to action to bring visitors to the website.





Results we delivered

1. Website

Traffic levels to the ATW website have increased by over 400% during the course of our work.

Before working with Gambit Nash the ATW website attracted an average of 1,603 visitors per month. After working with us for 18 months, the ATW website is attracting an average of 8,187 visitors per month.

Within 8 months of working with Gambit Nash, ATW went from 7,518 website page views a month to 51,528, an increase of nearly 600%.

Over the course of the Gambit Nash campaign, ATW have received over half a million page views from over 100,000 visitors to their website.

2. Facebook

We have had huge success in creating an army of Facebook followers for ATW, and have consistently increased page likes month after month. This growth is a result of our team working with ATW to create eye-catching content that is relevant and highly engaging for their customers.

We have quadrupled the Facebook likers to over 8,000 during our work with ATW.

Since our work began ATW Facebook posts have received over 15,000 likes or loves in 18 months.

Over 15,000 Facebook users are viewing and engaging with ATW content each and every week.

3. Twitter

ATW added Twitter management to their Gambit Nash Services in July 2015 and impressive results soon followed.

Through more effective and organic Twitter targeting we have trebled tweet impressions from 6.1K to 18.1K in just one month

Followers of the ATW Twitter feed have grown from 575 followers to 1,121.





Testimonials

““Since working with Gambit Nash the results and benefits for All Things Wild have been amazing. Our website has thrived with increased traffic and our social media channels are buzzing. Our brand is well and truly out there and visitor numbers to our centre have rocketed. The Gambit Nash team have been excellent, working jointly with us and flexibly responding to our needs and requirements. We have learnt loads from them, and together we will build on this success in the future.” ”

