FINALIST 2014

B2B AWARDS

Best Website

Category number: 9

Category name: Best Website

Programme/initiative name: The Kings Ferry website

Agency [if appropriate]: Adams Creative

Brand or client: The Kings Ferry

URL or microsite [if appropriate]: http://www.thekingsferry.co.uk/



Pic 1: The Kings Ferry logo

From its strong existing relationship with the client, Adams Creative saw an opportunity to increase brand/business visibility and improve online conversions through building a new Kings Ferry website.

The agency suggested the build, design and optimisation of this new website, to increase rankings over the major search engines in the UK (Google, Bing and Yahoo!). The re-build was also responsive, allowing easier and quicker conversions for customers via tablet and mobile devices.

Through harnessing the latest technology and an open source platform to build the site, the agency created a resource for the Kings Ferry team to access and update easily, taking into account the flexible nature of its proposition.

The website's design and functionality was determined, in part, by research into the way that online users were interacting with the existing site. Informed choices were then made to enhance the user experience and increase visits/conversions via the new website.

The new website went live in the last week of September 2013 and analytical reporting has shown a substantial increase in online engagement, visits and subsequent conversions online, increasing the client's profitability.

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About the client company

The Kings Ferry is a Kent-based coach hire company, providing commuter and scheduled coach travel services for corporate clients, schools and transportation to special events. Founded in 1968, the business grew to one of the largest and more successful privately-owned coach companies in the UK and the business is now owned by National Express, having purchased the company in 2007.

Adams Creative has been working with The Kings Ferry since 2005.

Strategy – broader business issues the company is facing

The Kings Ferry wanted to retain its prominent position in the industry and use the latest technology to improve customer engagement online.

As competition for corporate and business travel continued to increase, The Kings Ferry understood the growing online market for coach travel and wanted to introduce an easier way for customers to get a quote for their coach travel as well as on-the-go via mobile and tablet devices.

The business sought to continue its industry dominance by tapping into the latest technologies as part of the new site build.

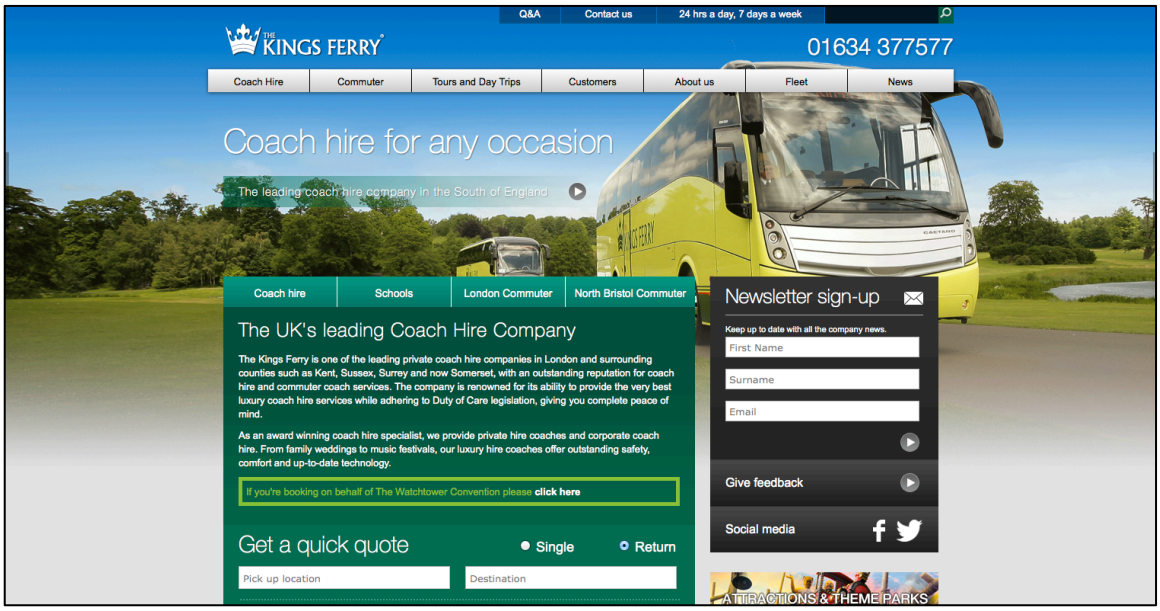


Pic 2: Images of how The Kings Ferry site currently appears across multiple devices (L-R: iPad, iPhone 5, iPhone 4)

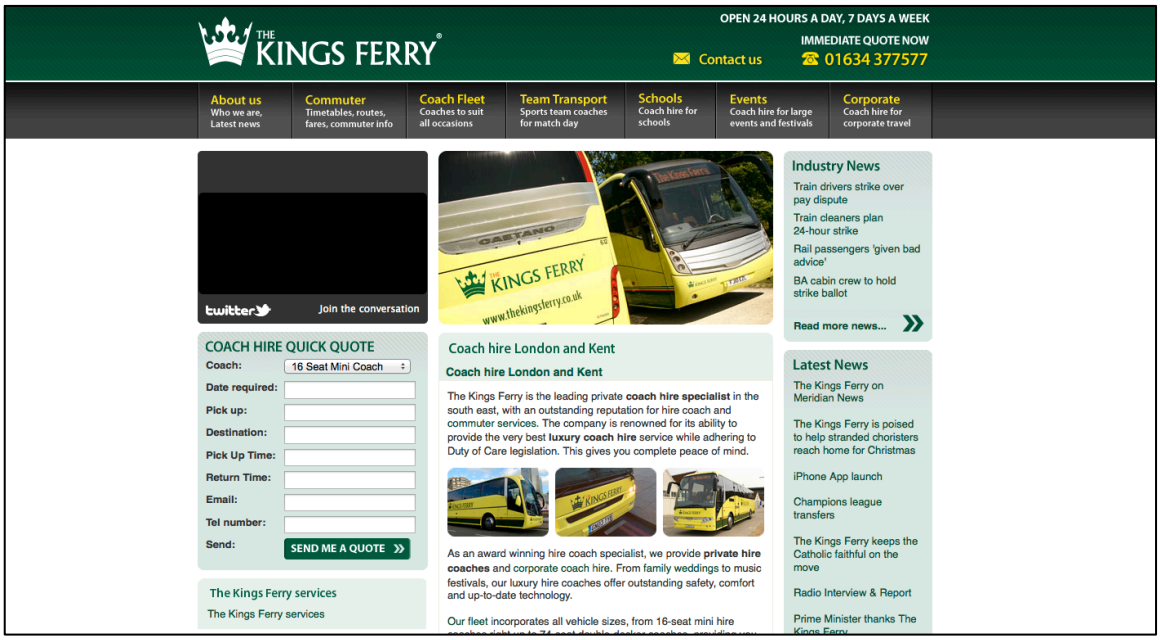
Objectives of the campaign

The main objective of the project was to create a site which:

- Facilitates easy conversion online
- Makes information finding simple
- Gives a clear outline of the clients services
- Projects the business as technologically advanced, with modern design features and responsive design to appear clearly on multiple devices (including tablets and mobile handsets)



Pic 3: Image of the current Kings Ferry site (please note the prominent position of both newsletter sign-up and quick quote functionality). The design has also been pared down to promote a clearer conversion pathway.



Pic 4: Image of previous Kings Ferry site

The target audience

The website was designed to facilitate easy conversion for anyone looking for a quote for their travel online, with core targets including school teachers, corporate event planners, commuters and individuals booking for specific event coach travel.

The group therefore cannot be characterised by age or gender demographic. The issue we had when building the site was constructing a platform which appealed to a broad range of people, which we addressed by minimising the people shots on the site, so as not to 'pigeon hole' the site to any particular group. This was also achieved through use of factual language to give information rather than anecdotal content that risked alienating particular groups.

Media, channels or techniques used

n/a – the award relates to a standalone website project rather than a campaign – although the new website launch was supported with PR (both on and offline) and social media activity.

Timescales of the campaign

Please see supporting document – **Appendix A** Timeline

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

Results

In the time since the website went live we are seeing the following (as part of a year-on-year comparison):

- A **70% increase in overall traffic** to the site
- A **190% increase in non-branded visits** to the site (visits via search engine not using 'The Kings Ferry' or variants as search terms)
- A considerable **204% increase in conversions** via the website
- A **71% increase in mobile traffic** to the site

Client testimonial

"We are delighted with the results of our partnership with Adams Creative, most importantly the website update and the SEO optimisation work that has been carried out – which has increased our conversions by over 200%. "

"Our brand continues to go from strength to strength, supported by our vastly increased online visibility, which has elevated us to one of the biggest players in our industry today. We continue to work alongside Adams Creative to increase our enquiries and grow our business."

Sam Adams – Multimedia and Marketing Executive, The Kings Ferry

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Supporting material supplied

A2 Presentation Board

Appendix

Appendix A – Timeline
Appendix B – Google Analytics results (showing increases in mobile traffic in a year-on-year comparison)

Submission ends