

REBELLION

CASE STUDIES

FBR Recruitment

Sector:
Recruitment

Location:
Whiteley, Fareham



We utilise Jade and the gang at Rebellion for our marketing and have been so impressed with their ideas, help and professionalism.

Thank you for all your help and we look forward to working on some truly rebellious marketing with you here at FBR Recruitment.



Alex Wing
Managing Consultant



The Challenge

Before working with us, the FBR website was not optimised for search engines and lacked relevant content that spoke to their target audience and supported their goal of ranking on Google. FBR had very little engagement across their social media channels and were struggling to connect with potential candidates and clients. As a result, they were not generating any leads through marketing and were losing digital market share to their competitors.

FBR Recruitment approached us with the goal of improving their online presence and increasing their visibility on search engines. They wanted to rank higher on Google for relevant keywords and drive more traffic to their website. Additionally, they wanted to improve their engagement across all social media channels to better connect with potential candidates.

The Solution

Our team conducted a thorough analysis of FBR's website and identified key areas for improvement, not only in optimised content but also technically and structurally. We created a comprehensive content strategy that focused on relevant industry keywords and provided value to potential candidates. We also optimised their website's technical SEO to improve its performance on search engines.

To improve social media engagement, we created a social media calendar and developed engaging content that resonated with their target audience. We also implemented a targeted social media campaign that was unique to each social media platform to reach a wider audience and drive more traffic to their website.

Over the course of 12 weeks, we saw significant improvements in our client's online presence. They began ranking 1st on Google for a variety of relevant terms, which led to a significant increase in website traffic and conversions. Additionally, their social media engagement improved across all channels, with increased likes, shares, and comments. As a result, they generated more conversions and took a significant slice of the market share in their sector.

The Conclusion

By implementing a comprehensive content and SEO strategy and improving social media engagement, we were able to help our construction recruitment client rank 1st on Google and increase their website traffic and engagement across all social media channels.

This led to a significant increase in conversions and market recall, making our client a top contender in their industry.

