+135% sales for insurance broker vs pre-COVID levels

Organic traffic now drives 27% of all caravan leads and 15% of caravan sales, reducing reliance on paid media marketing
Towergate insurance, part of the Ardonagh Group, is a specialist insurance broker. Working closely with the UK’s leading insurers, they provide their customers with over 200 specialist policies designed for businesses, properties, passions, and most things in between.

With 100 offices nationwide, they find competitive cover options for their customers that are often bespoke to their specific needs rather than “off the shelf”.

The challenge

Working in partnership with Builtvisible, Towergate has achieved consistent year-on-year organic growth since 2014.

The global challenges of Covid-19 led to new and extreme circumstances. Towergate challenged us to keep momentum going and continue to grow organic performance through engaging content optimisation and effective outreach.

We had to create assets which were both sensitive to the shifting landscape and evergreen to accommodate future marketing potential. Above all, we needed to improve organic performance across the main KPIs of visibility, traffic, leads and revenue.

The solution

Utilising our proprietary Opportunity Sizing product we highlighted a sizeable opportunity in the product caravan insurance, worth an estimated 351% additional monthly organic visits. It also highlighted a need for both on-page optimisation and off-page link-building.

This was aligned with Towergate’s wider business strategy too, so prioritised above other potential avenues of growth.

Firstly, we tackled on-page requirements via:

- Additional keyword research for caravan insurance
- On page improvements to relevant caravan insurance pages through:
  - Keyword mapping
  - Meta data updates
  - Internal linking improvements
  - Extending the FAQ content to target long-tail semantic variants
  - Adding FAQ schema markup to contextualize on page copy.
- Technical hygiene maintenance
  - Core Web Vitals improvements across the site
  - Fixing 404/403 status code issues
  - Fixing 301 redirect chains.

Second, we identified a need for a larger scale outreach push to drive a high volume and quality of links to the target product area, creating a link building growth campaign to do that.
We started the process with a research phase to investigate what content performed well, trending topics and what our target audience was interested in. This was essential in aligning ideation with what we knew would work – and safeguarding Towergate’s investment.

Quality and relevance of links is as important (if not more so) than volume, so creating something useful to the end customer was paramount.

Working collaboratively with Towergate’s internal content team, we engaged their existing caravan insurance customer base through a survey to understand how they use their caravans. This uncovered an interesting food related frustration; while cooking can be a huge part of caravan holidays, bringing everyone together to relax and have fun, you’re limited to what you can do with a small caravan kitchen:

- **80%** of caravanners will **cook their own meals** instead of eating out or using takeaway meals – that’s a lot of cooking going on!
- **£30-40** People spend around **£30-40 per person** for a week long trip meaning the chef has a **comfy budget to play with** but not champagne and truffles.
- **3/4** of respondents weren’t fussed about being ‘healthy’ on holiday – **indulgent recipes** were required.

- **90%** Caravanners have **sustainability at the forefront** with a whopping 90% considering food wastage when on trips.
- **Sunday Roast** Caravanners’ **least favourite meal to cook** was a Sunday roast (No surprise really?! Think of the washing up!)

This left us with a customer problem to solve, and we shared this insight, along with others, at the start of the campaign ideation process. Through our “open-door” client policy, Towergate’s internal team were present throughout, helping us to develop content which was both in line with what their brand and compliance teams would sign off but also useful to end customers and viable in Digital PR.
Following extensive research and ideation, we decided to create a downloadable e-book filled with recipes from breakfast, lunch to sweet treats specifically created for Caravan users.

The cookbook considers all the nuances required to cook delicious meals in a caravan that other cookbooks wouldn’t! For example, people don’t like to use the oven as it heats up the caravan making for an uncomfortable living environment. They are limited on what ingredients, spices and herbs that they can bring and store in the caravan, potentially restricting options.

To create genuinely useful content, we enlisted the help of a professional chef to design the recipes solving that would solve these main frustrations. The Builtvisible team then created stunning food photography, assets and the e-book itself to inspire and encourage caravan holiday makers.

Finally, the content was promoted by our Digital PR team. The Caravan Cookbook worked perfectly at a time where people were limited to staycations, caravan holidays and caravan sales were skyrocketing. This was exceptionally relevant during the pandemic, but the piece is timeless as it can be repurposed every caravan season with a new hook or angle relevant to the current media cycle.

As a useful asset, it was also perfect for link building; it was engaging enough to be covered by publications but too detailed to be repurposed onto a publication website. This meant journalists linked back to the resource, showing their readers where they could access all of the delicious useful recipes.
The result

The caravan growth campaign drove 16 links at a quality of average DA 38 and a 98% Topical Trust Flow influence in financial services. Combined with the on-page optimisation work the caravan product organic performance has seen massive improvements:

- Caravan sales have increased by 135% on pre-COVID levels
- Caravan leads have increased by 312% on pre-COVID levels
- Impressions have increased by 64%
- Organic traffic now drives 27% of all caravan leads and 15% of caravan sales, reducing reliance on paid media marketing
- The number of caravan related rankings have increased by 44%:
  - Significant gains on highly relevant terms like caravan insurance UK and caravan insurance quote
  - Average position improved from 14.4 to 9.7
  - The head term caravan insurance moved up 8 places to position 4 plus is now visible via an extended organic SERP listing through FAQ schema markups

Don’t just take our word for it

Builtvisible are an excellent & innovative organic search agency who have been consistently helping us achieve high levels of year on year traffic and lead growth since 2014. Through our long partnership, they really understand our brand and what matters to both our customers and stakeholders. We’re so pleased with the results of the caravan campaign and how it has impacted not just our visibility but also our bottom line.

Keith Mowbray, Head of Digital Marketing, Towergate Insurance