



Sona Tours: Building an Online Reputation



The Challenge

Sona Tours were facing a challenging market: competitors were increasing and were cutting profit margins to

differentiate themselves. Sona Tours needed to take action.

When your business is creating trust that you can make dream vacations a reality, there is nothing more important than your reputation.

When Sona Tours approached SWS back in 2015 they had **0 reviews and a limited presence** online which they knew needed to change.

Taking Action

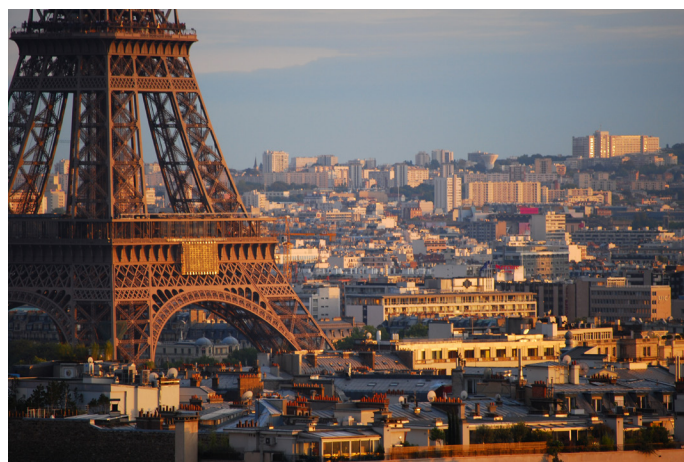
Sona tours approached the expert team at SWS to help them to take a more proactive approach in developing, marketing and managing a 5 star reputation online.

Through the use of a simple to use, yet very powerful platform, SWS created a bespoke interface which allowed Sona Tours to capture and market their reviews.

Client Experience

Sona Tours were amazed by the ease of providing a simple link to clients that would automatically populate every platform of their choosing.

To find out more about Sona Tours, please visit sonatours.co.uk or contact them on **+44 (0) 20 8951 0111**.



"The development of our online reputation has been instrumental to our growth and success. The ease of implementing the system and the increases we have seen are a testament to the dedication of the team at SWS."

Chetan Shah, Finance Director, Sona Tours

The Results

Sona Tours have benefited from:

- **170,056** website review views (as at January 2019)
- Reviews across all major **social media platforms**
- **434 reviews** marketed, **840 monthly marketing reach**
- **5 star rating** across all online directories
- Increase in **web traffic** (external platforms)

For expert advice on marketing your online reputation, please call us today on **+44 (0) 20 3322 4020**.





My Little Bubba: Re-Targeting Success



The Challenge

My Little Bubba (MLB) is an online store selling gorgeous baby products and gifts. Their USP is to offer a carefully

selected range of unique, genuinely useful and high-quality products. This ethos has delivered a loyal and growing customer base.

They wanted to increase their online sales conversions in a crowded industry – but how could they do this effectively and deliver the results they wanted? MLB were referred to SWS by a business associate and forged a strong working partnership with them to meet this goal.

Taking Action

MLB knew they had a clear target market and a good flow of traffic to their website. But they also understood that over **95% of website visitors will end up leaving** the website without making a purchase or contacting them. Hence, it was important to bring the MLB brand back into the minds of their website visitors, whether they had just been browsing or had been a previous customer.

The expert team at SWS helped them to develop a website re-targeting advertising campaign, which would appear online to anyone who had visited their website ecommerce store in the previous 90 days.



By implementing a re-targeting pixel they were able to target **over 2,700** potential customers. As well as refining the targeting group, the time that the advert would be shown was specifically set to hit users after 7pm – when online shopping time is at its peak for parents and immediate conversion to sales was more likely.

The Results

The results were easily tracked with a special offer coupon for free delivery, provided through the campaign. To date, My Little Bubba has benefited from:

- **36 orders**
- **£4,700 of revenue**, over 6 week period
- Increased website visitors
- High website visitor conversion statistics

Client Experience

My Little Bubba was absolutely delighted with the easy implementation, support and return on investment.

To find out more about My Little Bubba, please visit **mylittlebubba.co.uk** or contact them on **+44 (0) 7946 581524**.

“I was very pleased with the personal service and bespoke approach offered by SWS. I had clear objectives which they met without question. I wouldn’t hesitate to recommend their innovative solutions to help small businesses.”
Shreena Kothari, My Little Bubba

For expert advice on your website re-targeting, please call us today on **+44 (0) 20 3322 4020**.

