

About The JRW Group

The JRW Group pride themselves on the fact that each of their brands is No.1 in their particular marketplace.

The JRW Group have designed insurance products including, Insure4Sport, Golf Care, Insure4Music, and many more. All their insurance products give their customers the best possible choice at an unbeatable price.



1. THE CHALLENGE

To double the size of the policy volume inside a 12 month period

To help The Group understand their in-house data and what it was telling them

Bring in new routes to market

Find new, potential audiences

3. THE RESULTS

JRW's Golf Care brand achieved 100% of the target keywords on the first page and saw a 31% increase in traffic inside the first 7 months.

Policies also increased year on year by 350%.

Paid Social via Facebook, introduced new Facebook audiences and therefore new revenue streams for JRW. This is currently being rolled out across all JRW brands.

2. OUR SOLUTION

The Hit Search team set to work out the best possible solution for The JRW Group. We began by de-cluttering the pre-existing tracking, to ensure a reliable platform for performance measurement going forward. We then moved on to reviewing all SEO strategies for their 8 insurance brands and devised a new content-centric version.

The CRO team then introduced a Conversion Rate Optimisation (CRO) plan of attack, in order to fix some of the 'quick wins' and provided longer term CRO test strategies. We then re-worked their PPC campaigns across multiple search engines, ad texts and thousands of keywords per brand.

The team also introduced Programmatic Display campaigns and highly targeted TV campaigns via SkyAdsmart.

[Check out our downloadable resources](#)