

Driving online footfall for retail

As the importance of online retail has grown, so has level of support we offer to clients to help drive website footfall.

Through a combination of traditional consumer PR and online, social media and SEO support, we help drive potential shoppers to our clients' websites.

By working in partnership with clients and their online agencies, we deliver fully integrated campaigns with tangible measures of success.

One example is our work to launch www.fashionhire.co.uk. FashionHire is a designer handbag rental site. We launched the business with media-relations campaign, targeting fashion and celebrity magazines, that would drive visits to the site and encourage people to register.

We generated positive exposure for FashionHire's launch in media including *Now*, *Closer*, the *Daily Mirror*, *Evening Standard* and *What's On In London*.

The coverage not only included all of the site's key messages about its designer handbag range and the site address, but also third-party endorsement from celebrity columnists Alex Curran and Coleen McLoughlin.

One article alone in the fashion pages of the *News of the World's* Sunday magazine, linking one of Fashionhire's Louis Vuitton bags to the same one carried by celebrity Jessica Simpson, generated over 6,500 hits and over 40 paying new members on the day the newspaper went on sale.



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk