



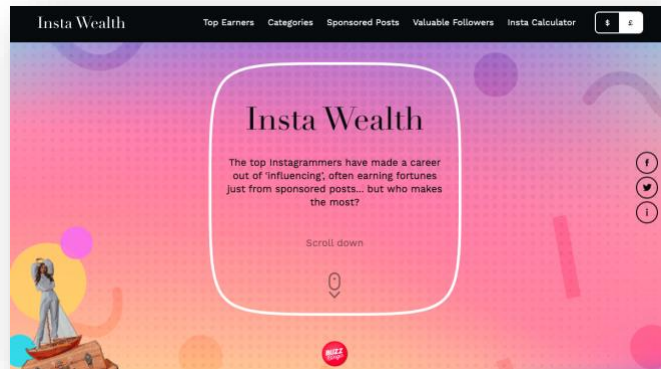
CASE STUDY

Client: Buzz Bingo

Campaign: [Insta Wealth](#)

Markets: UK

Services: Creative Campaign development and Strategic Outreach



The objectives:

The overall objectives were to:

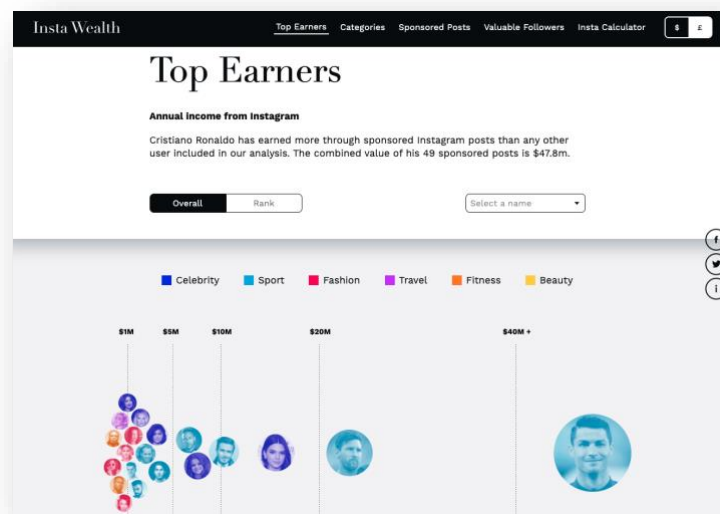
- Generate high authority links
- Increasing organic search engine rankings, thus increasing traffic.

What we did:

We all know that social media influencers can rake in the 'big bucks', but we wanted to know how they compared, not only with one another, but also with their regular income. For example, did you know that Cristiano Ronaldo earns more from his paid partnerships than from his contract with Juventus? This is what we discovered when creating Insta Wealth for Buzz Bingo.

We pulled together fascinating insights such as this through analysis of Hopper HQ's Instagram Rich List 2019 as well as formulating our own calculations to figure out the value of each influencer's followers. The campaign also comes with an Insta Wealth Calculator where users can work out the value of their own Instagram accounts, which is based on eMarketers report on worldwide influencer rates.

Combine all this interesting content with our on point designs this piece was always destined to go viral!



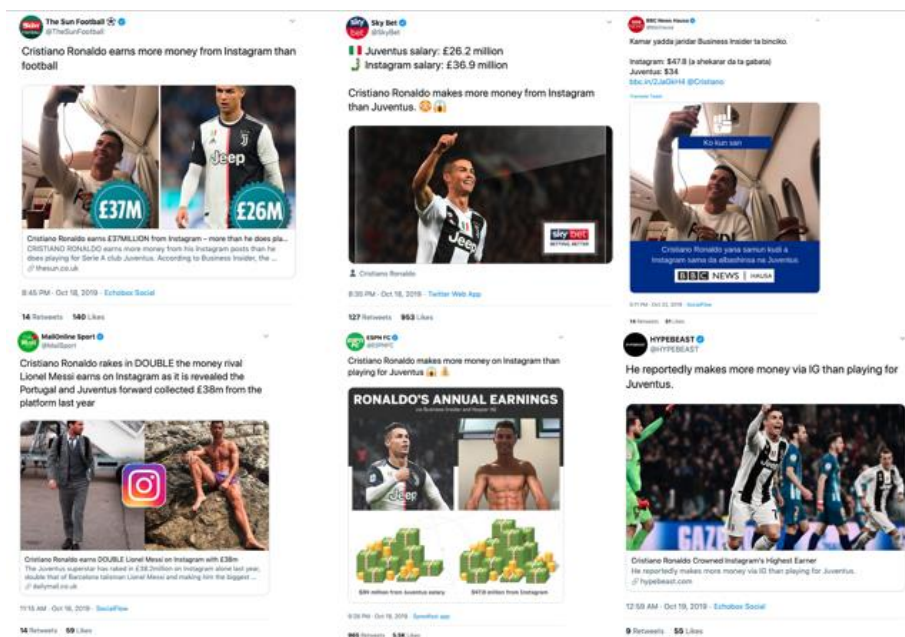


The results:

- **A unique, informative and interactive creative campaign** was produced which was 'of the moment' and tapped into a wide range of interests including general social media, celebrity and sports personality giving journalists a huge amount to talk about.
- **572 linking root domains** (and still counting) from some of the biggest authority sites including; [Yahoo](#), [GQ](#), [Daily Mail](#), [MSN](#), [Express](#), [New York Post](#), [The Sun](#), [Fox Business](#), [Russia Today](#), [Business Insider](#), [The Mirror](#), [Talk Sport](#), [Gazzetta](#) and [Aftonbladet](#).



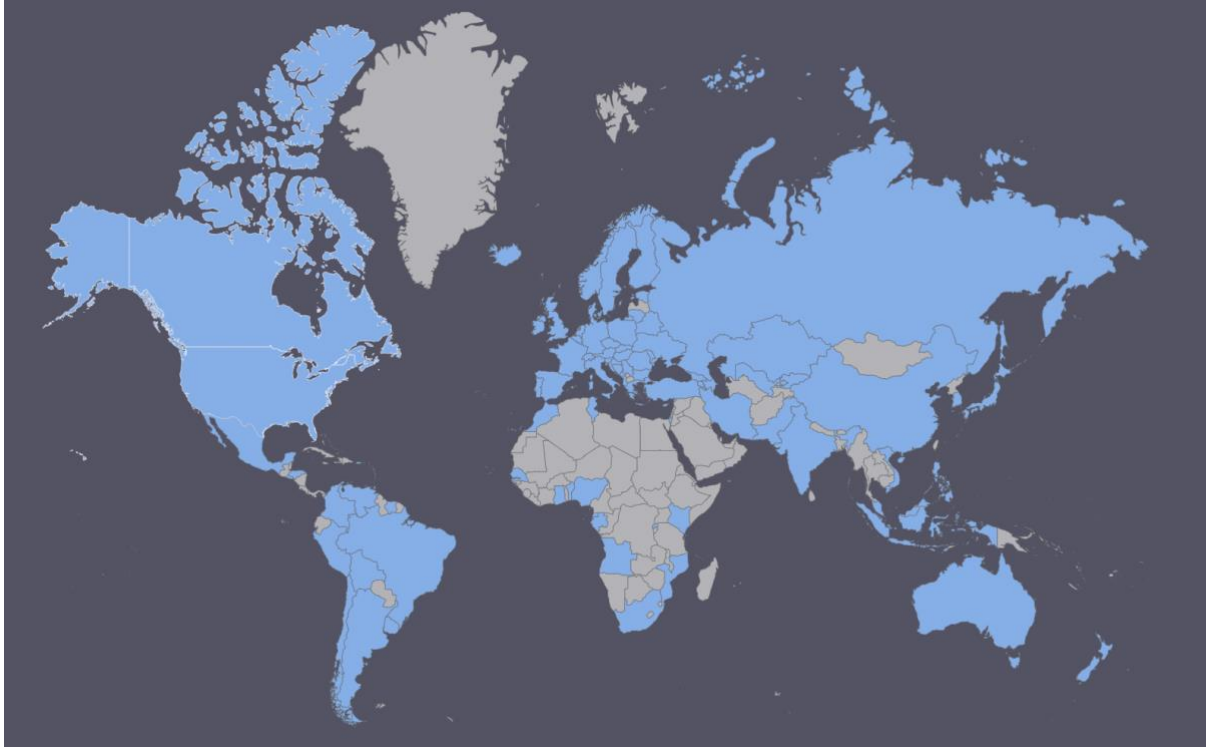
- The campaign findings were also referenced in **978 pieces of additional unlinked coverage**, providing further PR for our client.
- Total views estimated to be around **7,247,449**
- A Linkscore of **19,230** points.
- **Over 293,780** social shares from some high profile accounts.



- The campaign has also been **covered 34 times in print** including features in the [Daily Star](#), [The Irish Times](#) and [The Sunday Times](#) (Australia) as well as featuring in **TV and Radio** including [Le Figaro](#).



- The campaign has gone truly viral and **received coverage in 91 countries!**



What the client had to say



The team at Verve Search swiftly developed a strong and collaborative partnership with us at Buzz Bingo - they feel like an extension of our team. Their expertise and commitment to delivering fantastic results is so evident across everything they do from their development of relevant and interesting Creative Content to their Outreach Strategies. We appreciate their attention to detail and their creative approach which has exceeded expectations and quickly made a significant impact on our business.

Terry Hollingshead, Head of Digital Marketing
Buzz Bingo

