

CASE STUDY 1

How I Was Able To Help IOAC Reach Record Sales and Explode Their Growth and Engagement on Social Media



ALMOST FULLY BOOKED OUT

"The results of working with Sarah were almost instant!

*We cannot believe **the difference in our online presence and sales in a short period since working with Sarah!** Her in-depth knowledge and experience have been a **huge benefit to our business** allowing us to operate at near full capacity, during a pandemic and something not yet achieved before."*



Adrian + Carmel Tennant, www.ioac.ie



600%

website traffic
increase



7K > 18K

followers on
social media



447,787

facebook page
reach

ABOUT IOAC

IOAC is Wexford's Award Winning Camping and Outdoor Adventure Centre providing a wide range of accommodation and activities for Scouts and families. They are a family run business and have a passion for all things scouting and outdoors. Their mission was to create a central location where campers and the public could come together to enjoy camping life in the great outdoors.

WEBSITE:

www.sarahjanevincent.com

EMAIL:

info@sarahjanevincent.com

SARAHJANE VINCENT

CHALLENGES & GOALS:

When IOAC came to me during the pandemic, their business had taken a hit due to a lack of sales and a loss of international tourism. Their digital presence was also weak, and they weren't very active on social media.

But I knew they had great potential and was excited to help them reach their goals. My main objective was to increase their organic website traffic, build brand awareness, tap into the online camping community, and position them as the go-to experts in their field.

To achieve this, I worked on a robust SEO strategy both locally and internationally. I created a bespoke content strategy that would build trust and establish IOAC as the go-to experts in the industry. I also built a loyal community of followers across their social channels and provided advice on business development to enhance the customer experience.

STRATEGIES THAT WERE USED:

01. Worked on their SEO strategy both locally and internationally.
02. Created a bespoke content strategy that would build the "know, like and trust" factor with their ideal customers and position IOAC as the go to experts in their industry.
03. Built a loyal community of followers across their social channels.
04. Provided advice and guidance on their business development to enhance the customer experience and increase satisfaction rates.
05. Enhanced the customer journey using a digital first approach along with clever marketing strategies and tactics to increase conversions (clicks, calls, form fills and sales) throughout the marketing funnel.
06. Targeted ad campaigns to amplify their reach and attract new customers and sales.

... and a dash of my secret sauce! 😊

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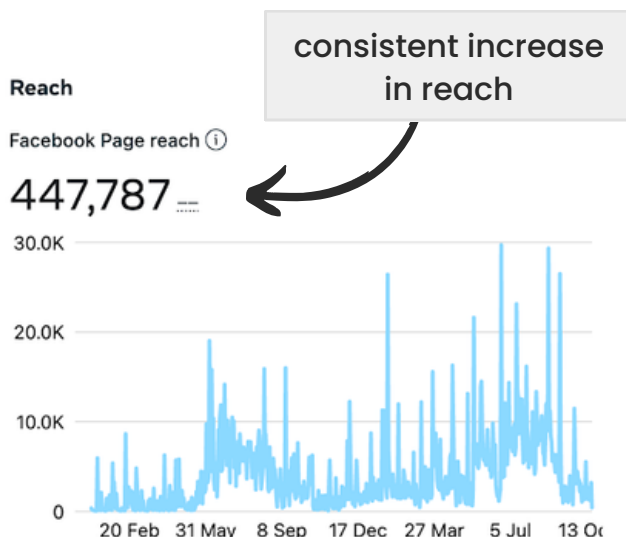
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RESULTS:

- Significantly increased website traffic by 600%
- Significantly increased sales and booking enquiries
- Lowered ad spend and exploded organic results on social media
- Significantly increased rankings and organic search traffic on Google (SEO)
- Significantly increased likes, comments, clicks and shares on social media
- Increase in positive reviews on Google, Facebook and Tripadvisor
- Highly engaged audience of superfans
- Posts consistently went viral
- Tripled follower growth from 7k to 18k followers
- Ability to sell gift vouchers online
- Almost full capacity during COVID and something not achieved before
- Repeat business with early bookings coming in for the following season
- Helped position them as the go-to experts for outdoor camping, scouting trips and outdoor activities in Wexford.

FACEBOOK & INSTAGRAM STATS:

i'll just leave these stats here...



as they say.. the proof is in the pudding.

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EMAIL:

info@sarahjanevincent.com

SARAHJANE VINCENT

Page and profile visits

Export

Facebook Page visits ①

51,452



Instagram profile visits ①

9,798



ORGANIC REACH (NOT PAID) & CONSISTENT VIRAL POSTS:



Published by Sarah-Jane Vincent · 25 January ·

NOW TAKING BOOKING DEPOSITS FOR 2022 🎉

Have you heard the exciting news? 🎉 IOAC in Tagoat, Wexford will be re-opening March 18th and we've got lots of great things in store for you this season including...

💖 FREE Live Entertainment throughout July & August so don't forget your dancing shoes! 💖

💖 W... See more



34,667
People reached

3,063
Engagements

Boost post

83

86 comments 21 shares



Published by Sarah-Jane Vincent · 8 September ·

We were delighted to welcome [Rory's Travel Club](#) and 35 families from all over Ireland who recently had a blast at IOAC! 🎉

Psst... 🎉 If you haven't heard already, they are planning to do a 2 day family camping trip over the Easter holidays next year so early booking is advised.

#IOAC #WexfordMemories #VisitWexford #IrelandAncientEast #ThisIsThePlace #CampingIreland #CampingWithKids #IrishCamping



33,600
People reached

455
Engagements

↑ +17.2x higher
Distribution score

Boost Unavailable

myskin.ie, Shamwari Wellness and 42 others

9 comments 4 shares

34,667 organic
reach (not paid)

3,063 engagements
86 comments, 21 shares

consistently get
viral posts that
attract the *right*
customers to their
business

*this is totally possible for you also when you work with me
and i show you how to implement the right strategies.*

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GOOGLE MY BUSINESS STATS (LOCAL SEARCH):



TESTIMONIAL:

"We, here at the International Outdoor Adventure Centre and Camping Grounds (IOAC.ie) have only been working with Sarah Jane now for a short while and we cannot believe the difference in our lead and sales generation due to our much-enhanced online presence, particularly via social media! The results of Sarah Jane working with us here at the IOAC were almost instant! Her in-depth knowledge of social media algorithms and eye-catching content has been a huge benefit to our business, particularly as we try to bounce back from Covid.

Due to the pandemic, not only was our season greatly shortened but we also had to ensure that our guests had confidence in the professional service we provide here on campus. With pinpoint accuracy and some great targeted posts and ads by Sarah Jane, we have, crucially from a return on investment perspective, spent less on promotion than previous years, yet as a result have managed to operate near to full capacity this summer, something not achieved before!

As an owner/operator, your business is precious and its survival tantamount. Return on any investment is crucial. If this is what's needed in your own business, we here at the IOAC could not recommend Sarah Jane enough!"

*like what you see...
there's more!*

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CASE STUDY 2

How I Was Able To Help Rascor Significantly Increase New Website Visitors From Organic Traffic Resulting In More Leads and Sales



INCREASE IN ORGANIC LEADS AND SALES

"Now almost 50% of our website traffic is coming directly from organic search.

*Before working with Sarah, our website was underperforming and we had little to no online presence. After Sarah worked her magic, we saw a significant improvement in our website's performance, leading to an **increase in traffic, leads, and sales**. What's even more impressive is that we're now ranking at the coveted **position #1 on Google's first page for one of our top competitive keywords**. Thanks to her efforts, **almost 50% of our website traffic is now coming directly from Google search**.*

Marketing Manager, www.rascor.ie



45%

organic website
traffic



59.11%

lowered bounce
rate



180%

brochure
download increase

ABOUT RASCOR

RASCOR are global leaders in basement waterproofing and focus on tailor made waterproofing concepts in the international construction industry. RASCOR came to work with me through InterTrade Ireland (upon my recommendation and support with the application process) as I am an approved Digital Sales Supports consultant.

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info@sarahjanevincent.com

SARAHJANE VINCENT

CHALLENGES & GOALS:

RASCOR had recently moved office locations and developed a new website, but they didn't have much of a digital presence online. They wanted my help to improve their search engine ranking on Google and to increase brand awareness, leads, and sales across their UK and Ireland offices.

So, I worked on improving their website performance and site architecture. I also carried out extensive competitor keyword research, set up conversion tracking, and optimised all website pages with SEO best practices. I even optimised their social media profiles with keyword-rich content.

STRATEGIES THAT WERE USED:

01. Worked on improving their website performance and architecture
02. Worked on their SEO strategy both locally and internationally
03. Carried out extensive competitor keyword research
04. Set up conversion tracking in Google Analytics 4 to measure important KPI metrics
05. Optimised all website pages with SEO best practices including meta tags, headlines, images, and internal linking
06. Optimised their social media profiles using keyword-rich content
07. Provided additional guidance and support throughout the entire process

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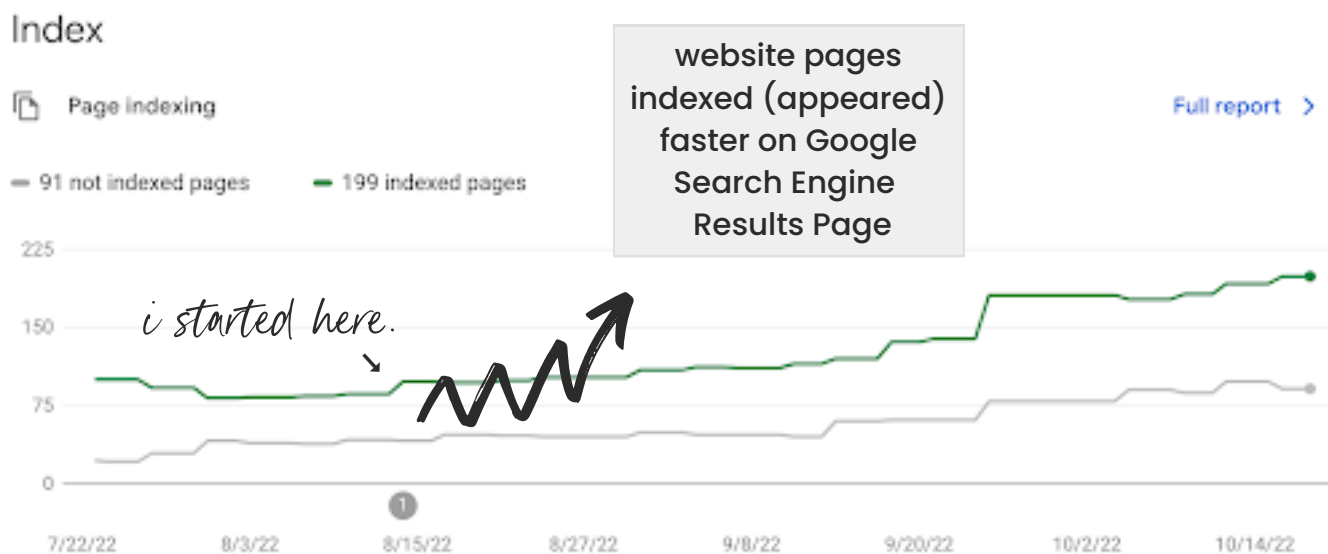
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like great stories?! Oh good. You'll love this one...it's about a client who achieved remarkable results after teaming up with me.
Get ready to be inspired!

RESULTS:

- Significantly improved website performance from grade 21 to 69.
- Significantly improved the quantity and quality of website traffic
- Consistent increase in website traffic with 31.9% new visitors
- Website pages are indexed faster on SERPs (Search Engine Results Pages)
- Significant increase in website impressions and clicks
- Lowered bounce rate by 7.6%
- Improved the website content using SEO best practices
- Significant increase in events and conversion goals
- Almost 50% of leads and sales are now coming directly from (free) organic traffic
- Brochure downloads increased by 140%

PAGE INDEXING:



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WEBSITE PERFORMANCE (BEFORE):



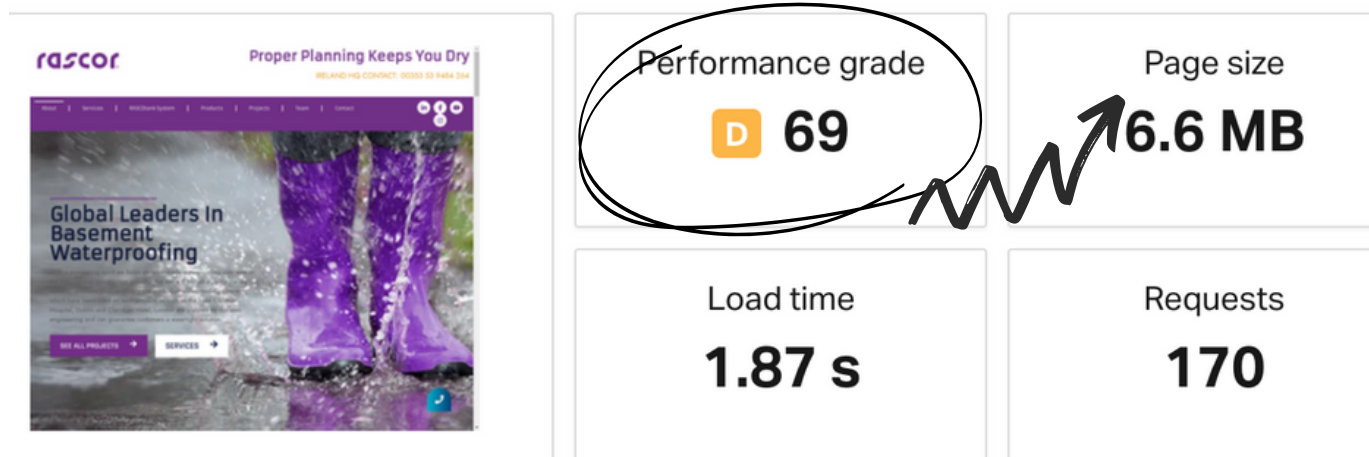
In just a few days, the client's website performance grade went from 21 to 69, and it continues to improve.

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



WEBSITE PERFORMANCE (AFTER):



*... there I go flexing my 15+ years experience in
SEO + online marketing.*

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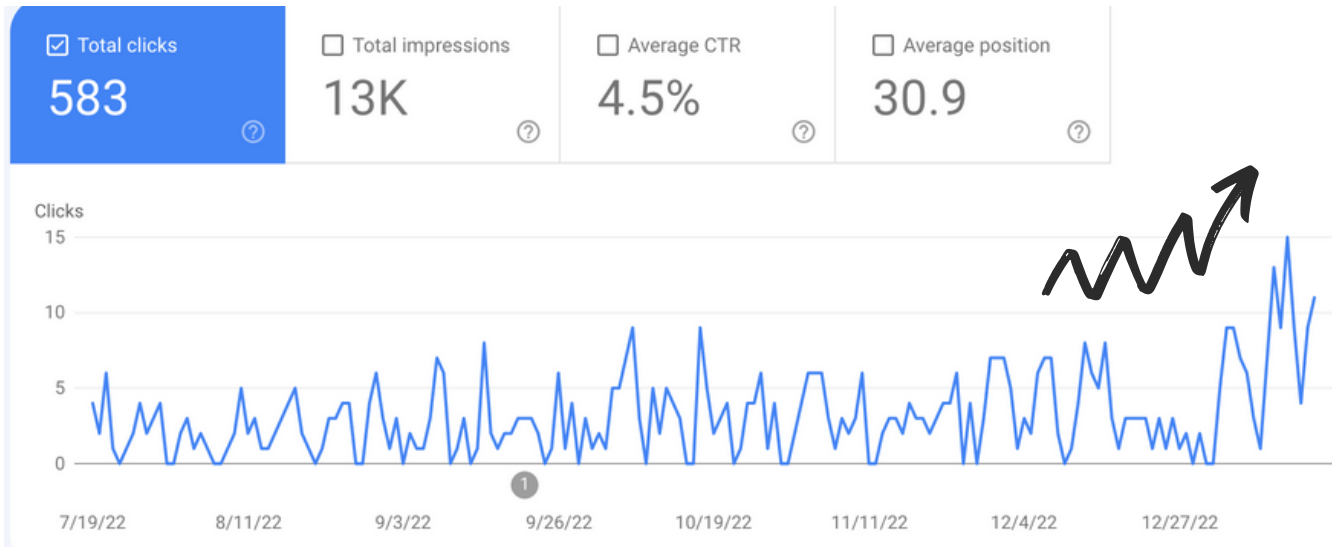
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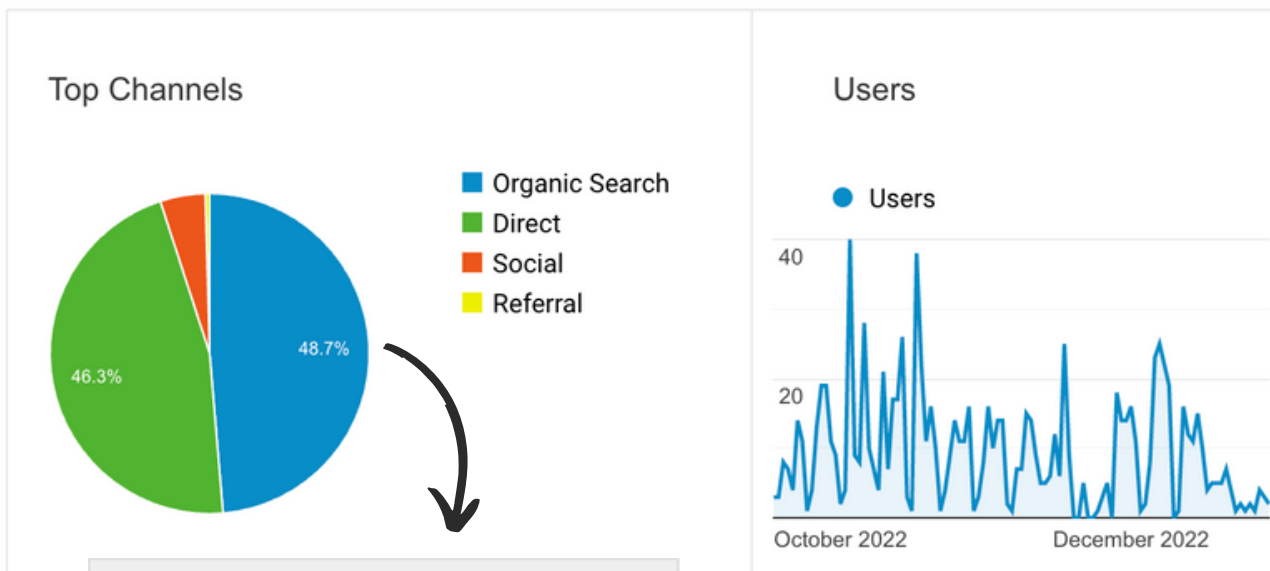
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WEBSITE PERFORMANCE:

There is now a consistent increase in website traffic (more new leads visiting the site and more eyeballs on their products and services).



ACQUISITION: (HOW PEOPLE ARE FINDING THEIR WEBSITE)



Now, almost 50% of their website traffic is coming directly from Google Organic Search Results. (That's FREE website traffic + leads on autopilot right there.)

Oops.. I did it again. 😊

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info@sarahjanevincent.com

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There has been an increase in brochure downloads by a whopping 140%!

EVENT TRACKING STATS:

Existing events 🔍 📄					
Event name ↑	Count	% change	Users	% change	Mark as conversion (?)
Buttonizer	56	↑ 75.0%	13	↑ 85.7%	<input checked="" type="checkbox"/>
click	85	↑ 37.1%	48	↑ 33.3%	<input type="checkbox"/>
file_download	28	↑ 180.0%	12	↑ 140.0%	<input checked="" type="checkbox"/>
first_visit	335	↑ 31.9%	335	↑ 31.9%	<input type="checkbox"/>
page_view	859	↑ 31.7%	352	↑ 31.8%	<input checked="" type="checkbox"/>
scroll	232	↑ 26.1%	129	↑ 65.4%	<input type="checkbox"/>
session_start	446	↑ 34.3%	352	↑ 31.8%	<input type="checkbox"/>

AUDIENCE STATS:

Users

346

↑ 29.6%

Sessions

406

↑ 30.5%

Bounce Rate

59.11%

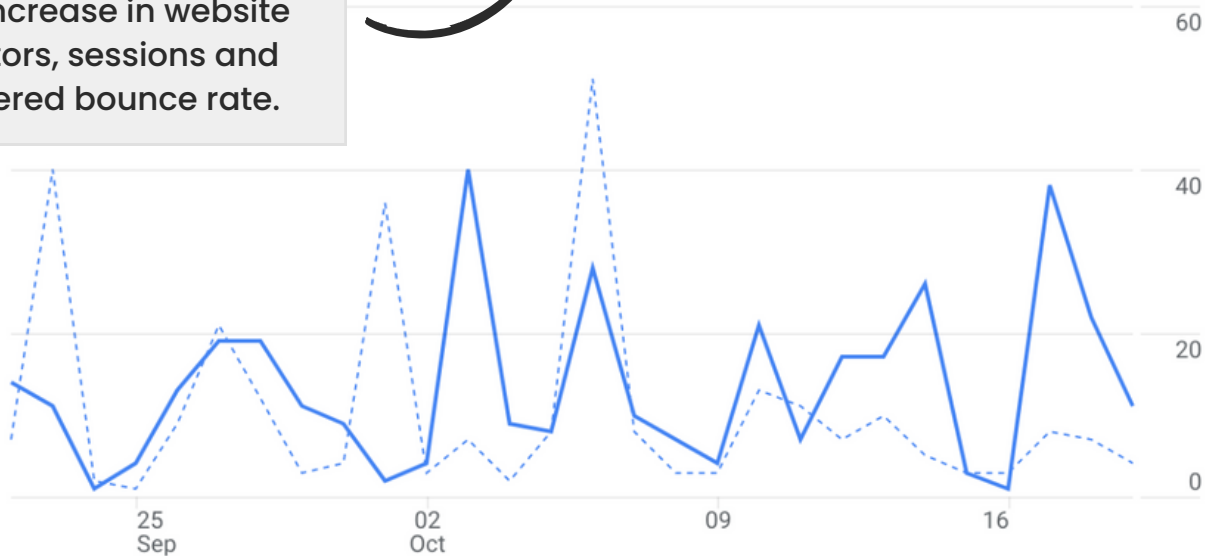
↓ 7.6%

Session Duration

1m 47s

↓ 1.2%

An increase in website visitors, sessions and lowered bounce rate.



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GOOGLE RANKING (LOCAL SEARCH):



waterproof specialists gorey



All

Shopping

Maps

Images

News

More

Tools

About 584,000 results (0.70 seconds)

<https://rascor.ie>

Rascor Ireland and UK - Best Waterproofing Systems ...

RASCOR® Ireland and UK, **waterproofing** contractors specialising in structural **waterproofing** systems in both commercial and domestic sectors.

Missing: [gorey](#) | Must include: [gorey](#)

<https://rascor.com> › [rascor-locations](#)

RASCOR locations

RASCOR is a **specialist** corporate group operating in the fields of **waterproofing**, injection technology and building/structure preservation and repair.

MOZ DA: 28/100 (-12%) Ref Dom: 276 Ref Links: 3.9K Spam Score: - [Show backlinks](#)

Search traffic (us): [-/mo](#) (website: [0/mo](#)) - Keywords (us): - (website: [1](#))

see that → my clients' are now ranking at position #1 and #2 on the FIRST PAGE of Google for a top competitive keyword!



waterproof specialists wexford



Rascor Ireland & Uk

5.0 ★★★★★ (1) · Waterproofing company

Gorey, County Wexford · (053) 948 4264

Open · Closes 5:30 p.m.

Their website mentions **waterproofing specialists**



Basic Audit



Teleport



Review Audit



Post Audit



Website



Directions

They are now also in top position of the Google MAP Pack

I know. Right now you're thinking... wowser! that's a mega client win right there! I want some of that! 😊

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