

VAN MORRISON

Powering Van Morrison into the Social Media age.



STRATEGY



FACEBOOK



SEO



TWITTER



SOCIAL MEDIA



REPUTATION



INSTAGRAM



YOUTUBE



About Van Morrison.

Van Morrison

One of music's true originals. Sir Van Morrison's unique and inspirational musical legacy is rooted in postwar Belfast.

**Fuelling
digital
success.**

N⁷
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Van Morrison online footprint was largely dominated by gossip and news stories. The artist had no digital footprint beyond a simple website and no way to communicate with audiences via Social Media.

We delivered a full content audit and developed a Social Media and SEO strategy to help Van Morrison gain control of conversations online. We used SEO and outreach to promote real quality content, which helped demote fake content. We also build his Social Media assets on Facebook, Twitter and Youtube.

Fuelling
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success.



Consistent
social media

1,000
number of fake articles demoted

Dominated
search results



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What we delivered.



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We're a passionate, diligent, inquisitive and generous group of digital experts, obsessed with making a true impact.

20 years of experience in creative growth marketing evolved into a success factory that will help you make a difference in an increasingly crowded digital world.

Our success formula has been distilled from years of experience. Extracting maximum performance is part of our DNA. We believe that results come from creative strategies, a data driven approach and relentless execution across all relevant channels.

We take your story, energise it, and tell it to your target audience in a way they'll take note. Propelling awareness, engagement and conversions. We would be proud to fuel your success.

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