

Tiralis Global

How does a niche management consultancy fly to the top of Google?

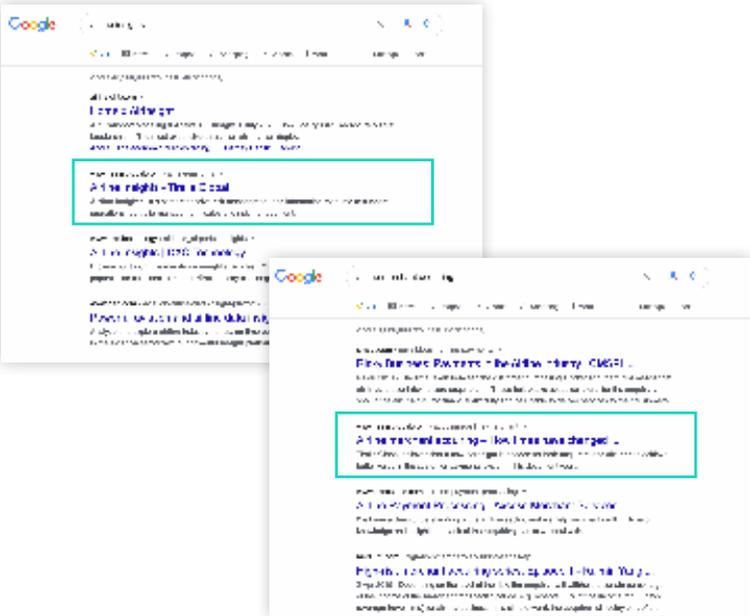
No.1

of Google search results within eight weeks

Tiralis Global is a financial management consultancy, dedicated to airlines and their supply partners. They approached FYAMI with a desire to gain more exposure online and climb the Google ladder. And they wanted to do it sharpish.

100+

LinkedIn followers in one week





Tiralis Global

How does a niche management consultancy fly to the top of Google?

16.67%

click-through rate
for a LinkedIn post

16.67% LinkedIn

1.91% Search ads

0.35% Display ads

Faye, all of us at Tiralis will show our thank properly but I just wanted to say myself what a wonderful job you did in getting the Tiralis website up and running. I personally, for what it is worth, think it looks brilliant and fits our needs perfectly... Our website content is bearing some fruit!

Chris
Head of Data Management

Preparing for take-off

We set the wheels of promotion in motion. With no existing lead generation strategy in place, we kicked things off with a Discovery meeting. We used the time to dig deeper into who our target audience was and how we could catch their attention efficiently and measurably.

We recognised early on that, to really ramp up the recognition, we'd need a new website to seamlessly connect our promotional activities to an engaging and rewarding hub. Crucially, the new site had to have a blog section and somewhere to host e-books – content that, driven by keywords, would encourage greater Google exposure, allow for prospect data capture, and build Tiralis' reputation as experts.

With our guidance, the Tiralis Directors started to generate content on topics the audience would benefit from and value.

Landing on LinkedIn

To help drive traffic to the new site, we created a LinkedIn business account. The profile was tailored to appeal to the target audience's interests and promote the new blog and e-book content.

On top of this, LinkedIn posts were developed specifically to showcase one of Tiralis' main services: airline merchant acquiring. The posts gained traction fast: we achieved a 16.67% click-through rate (CTR) – compared to the average CTR rate of 1.91% for search ads and 0.35% for display ads. It's clear we weren't just finding our audience, but engaging them.

In just a week, the Tiralis LinkedIn profile gained over 100 followers. All people who valued the knowledge Tiralis was sharing. All potential leads.

Inbound increase

Just eight weeks after our first Discovery meeting with Tiralis, we were able to reflect on all we had achieved together: an entire lead generation strategy, a new website, SEO-optimised blog and e-book content, a LinkedIn business profile and, most pleasingly of all, top ranking on Google for their 'airline merchant acquiring' service.

We've given Tiralis a digital presence that's hard to ignore and will continue to build. And the inbound leads have already started to arrive.

Where **curiosity** grows

Curious how we can help with your lead generation?
visit fyami.com email hello@fyami.com call 020 8012 7949