

## **NetCallidus case study: Twickenham Experience**

### **The challenge**

- ✓ Twickenham Experience is part of the Rugby Football Union (RFU) and the only official provider of match day hospitality and conference facilities within the grounds of Twickenham Stadium
- ✓ It operates in a very competitive marketplace, battling all the main sports grounds and major hotels in London for corporate events
- ✓ This makes it essential to get website traffic from people searching for corporate venues in the city
- ✓ Twickenham Experience initially approached NetCallidus for a six month test, which has since been expanded into a larger internet marketing programme

### **The approach**

- ✓ NetCallidus spent time raising the profile of Twickenham Experience online
- ✓ The firm created a series of information articles about corporate entertainment and placed these on hundreds of relevant websites across the world
- ✓ The thousands of resulting links back to the Twickenham Experience website increased its relevance in the eyes of the search engines

### **The results**

- ✓ Twickenham Experience continues to perform well against aggressive competitors
- ✓ It is also be to demonstrate clear return on investment from the internet marketing programme

**Full press resources including images, logos and screenshots, are available online at [www.netcallidus.com/press](http://www.netcallidus.com/press)**

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