

Junior ISA Silver Spoon Campaign

Yard

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wealthify



Innovation

Our campaign for Wealthify was research-driven – specific to each UK region and a range of sectors. Based on a survey of 2,000 UK parents, we created a content and link-building campaign, positioning Wealthify as a financial expert and ally to its target audience; parents of young children.

Housed on the Wealthify website – alongside additional investment advice – the content was seeded to financial, news, parenting and lifestyle media via a digital PR campaign. We used a four-pronged approach with our outreach strategy to ensure we were maximising coverage and delivering the best possible return on investment for our client. More detail of this in the 'Craft' section below.

Due to the range and educational nature of the research, media outlets needed to include links back to the Wealthify website so that users could access further advice and data. As a result, the links obtained from high-authority domains increased Wealthify's Junior ISA page search visibility and rankings, as well as boosting brand awareness and traffic to the site.

Furthermore, we launched several reactive campaigns for additional coverage, combining real-life case study stories – which we sourced – with data alongside a relevant topical news hook.

Craft

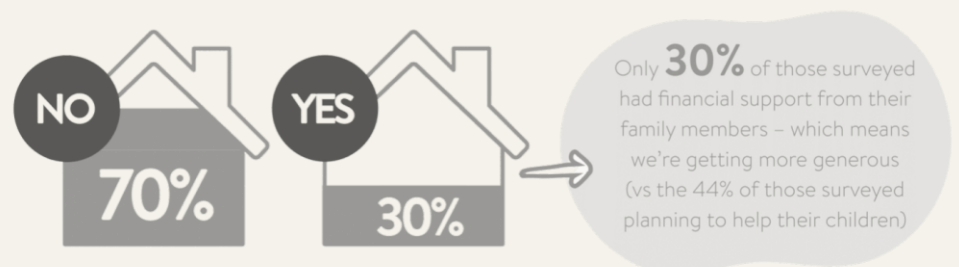
This project began with keyword gap analysis, so we could identify opportunities to create content that would give Wealthify the edge over their competitors.

Our idea was formed around how parents have traditionally set their children up for key milestones as they progress into adulthood. Our aim was to understand if this still was the case within a 'cost of living crisis' era. We identified typical reasons parents consider setting up savings for their children, including Christmas presents, first cars, first homes, further education and weddings. With this in mind, we came up with survey questions around how parents feel about saving money for such major life events. Our gap analysis research found that whilst there was information on what parents save, there wasn't necessarily any information about how money made parents feel, specifically, the concerns around this.

Once we conducted our survey, our in-house data experts analysed the results, enabling the digital PR team to pull out key headlines for outreach. Including, but not limited to:

- 1 in 5 parents in the UK feel life will be harder for their children than it was for them.
- A quarter feel they don't earn enough to save for their children's future (despite 45% earning more than the average UK salary at the time (£31,000: [Statista, October 2021](#)).
- A third of parents don't feel they can afford to contribute to their children's higher education.
- However, nearly half of all UK parents plan to contribute to their children's first car purchases.
- 43.9% of parents said they plan to contribute to their child's first property because this is where they believe their children really need support.

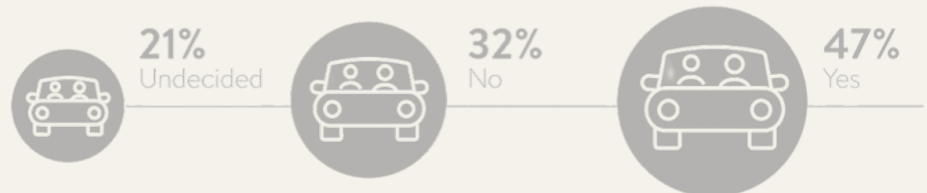
Did the parents of those surveyed help them out property purchase?



Craft

We worked with a designer to bring our findings to life with engaging graphics that stayed true to the Wealthify brand whilst appealing to journalists. We did this to make journalists' lives easier: helping them to digest the findings quickly when deciding on their next story and providing them with assets to feature within their articles.

Are parents planning to contribute to the cost of their children's first car?

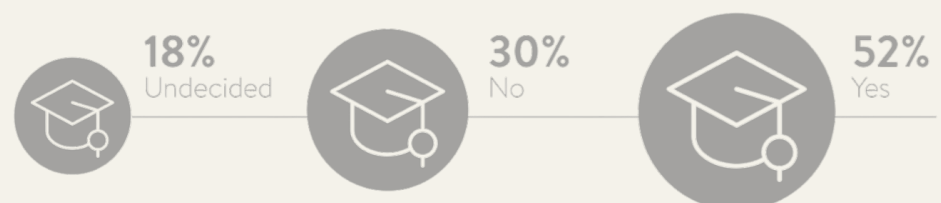


We created a page on our client's website, which detailed our findings alongside these visuals, including copy with 'Junior ISA' keywords in mind to boost rankings. Alongside this, we carefully selected the correct URLs, headings, metatags and alt texts to ensure our content would help improve both search rankings and Wealthify's domain authority.

Finally, we executed our outreach strategy. We were able to split our outreach into the following phases:

- 1 Pre-Christmas regional outreach on how much parents in the UK were spending per child at Christmas.
- 2 Outreaching the more niche parts of our survey (weddings, cars) to relevant niche publications.
- 3 Full outreach of survey data to financial, national and regional journalists.
- 4 Newsjacking the Spring Budget announcement alongside real Wealthify customer case studies detailing their feelings about saving for their children amid the cost-of-living crisis.

Are parents planning to support their child with the cost of higher education?



Impact

The target market for Wealthify's Junior ISA products is parents of children under 16. We sought to both educate and inform parents on the current status quo of saving for children; knowing that by doing so we would inevitably drive traffic to the Wealthify Junior ISA page and increase search visibility and brand awareness.

Wealthify set us the following objectives:

- 1 Increase visits to the Junior ISA page by 3,000 visits over 6 months.
- 2 Acquire 25 high authority backlinks.
- 3 Acquire 20 pieces of regional and local press coverage (not necessarily linked).
- 4 Improve the current 19th position SERP ranking.

We have achieved the following results over a four-month period:

- 1 232.7% increase in YOY traffic to the Junior ISA page (186.7% above target).

The research outlined common pain points for many parents across the UK. For example, one of the headline stats from the survey was that 45% of those who earned more than the average UK salary felt they did not earn enough to save for their children's future. Due to our regional outreach strategy and real-life case study stories, our target audience shared a common challenge that was relevant to them. The landing page on Wealthify provided education on saving for their children's future, which was an incentive to click through to the page to find out more.

45% of parents that earn more than the average UK salary don't feel they have enough income to save for their children's future, according to our survey.



Impact

2 52 high authority backlinks (108% above target).

We achieved a total of 52 high quality backlinks which would contribute towards improving Wealthify's search engine rankings. Our outreach strategy targeted media websites with a high domain authority to have the highest impact on rankings. Our digital PR team focused on the quality of backlinks, on relevant sites with a high domain authority (DA). For example, we achieved links in the [Daily Express](#) (DA of 94), [This is Money](#) (DA 82) and [Ldn Connected](#) (DA 72).



+ We achieved a total of 92 pieces of media coverage, including 52 pieces of linked coverage in top tier media outlets such as [i News](#), [The Mirror](#), [This is Money](#), [Daily Express](#), [LDN Connected](#) and [Bride Magazine](#).

3 20 pieces of regional and local press coverage, of which 14 were linked, alongside 68 pieces of coverage in top tier media outlets, with 38 backlinks.

To extend the coverage potential of the campaign, we released regional and sector data to the relevant media channels. For example, this resulted in pieces such as [Londoners spend less on their children compared with the national average](#) and [Welsh parents were the most generous this Christmas](#) in regional media.

4 Wealthify went from position 19 to 6th for the search term 'Junior ISA', putting them on the first page of Google for this term for the first time in 12 months.

The links to the Wealthify site improved the search engine rankings for the primary keyword 'Junior ISA'.

+ Coverage in Times Radio's Breakfast Show: a first for Wealthify.