

Our aim is to partner with people, brands and companies that share our passion for digital, and the internet on the whole. We value learning, numbers, creativity and integrity above all else, and luckily enough, have acquired a diverse team and client base that share this with us.



Creating a digital leader in clinical hydration



Bringing wide exposure to Australia's favourite hydration remedy.

Background

GMG were engaged by Hydralyte to undertake a search engine optimisation and digital media buying strategy.

Mission	To drive high volumes of Australian traffic to the Hydralyte site via multiple digital channels.
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Methodology	Hydralyte and GMG worked together to define their customers by demographics/psychographics. GMG researched and paired relevant digital channels to these customer segments and customised the message to ensure the brand message hit home.
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Process	Adopting a diverse digital campaign spanning SEO, SEM, digital media buying and retargeting, GMG were able to drive an influx of new traffic to the site and then remarket content to Hydralyte customers to help keep the brand top of mind and to educate consumers on the causes & treatment of dehydration.
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Results

5000%

Increase In Australian
traffic in month 1 of
digital campaign

200%

Increase in traffic
year on year

3000%

Increase In Google
traffic month on month

100%

Increase In return
visitors

Visuals

