

# case study

## make-a-wish.org.uk

### Client

Make-A-Wish Foundation® UK

### Project

Content Managed Charity website

### Initial brief

With many individual events and year long fund raising activities, this website required content management for the client to administer.

First and foremost, the website is used to corroborate any offline marketing, although search has become more important with profile.

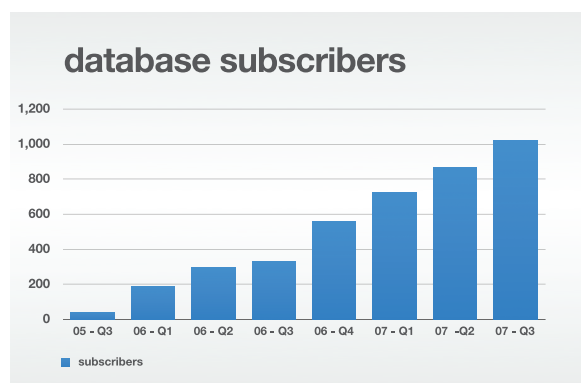
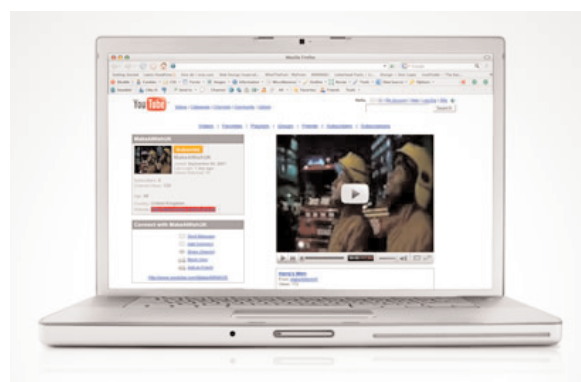
The initial KPI was to collect marketing data and there are also secondary mechanisms for online donations.

### Results

The client has been enabled to update news, wish details and events through a bespoke content-managed system, reducing their lead-times and related costs.

With structured, tagged web pages, visibility of the charity through search has increased, as has general website traffic.

As part of their online marketing, we have also utilised YouTube for video delivery and exposure.



**natural growth of opt-in marketing database +1000**

### The Escape

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