



www.colemaninsurance.co.uk



### objectives

- create a user friendly site, tailored towards Coleman's niche target customer base of high net worth individuals and commercial customers
- increase traffic to the website
- increase call back requests and online enquiries
- develop and implement a full online marketing strategy for the next 12 months

### results

- new site launched using inspirational lifestyle imagery
- clear site architecture and strong call to action lead users their goals
- web results workshop held at no cost with all key stakeholders to brainstorm strategy ideas
- strategy documented and presented to the Financial Director for review
- eMarketing activities due to start in 2008

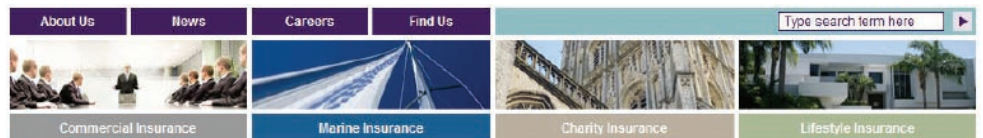
## coleman insurance

Coleman aim to provide the highest levels of service and advice on insurance and risk management.

Coleman, based in Dorset, is one of the longest established, independent UK insurance brokers. Their clients include national and international organisations, charities, local community and private individuals.



increase call back requests and online enquiries



user friendly website, tailored to high net worth individuals and commercial customers

Eye catching imagery is used for Calls To Action to grab the users attention. A strong colour palette was chosen to bring the site to life and modernise the image of the company. All images were chosen carefully to visualise trust, lifestyle, modern, friendly.