



Bigmouthmedia on Board

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([PRWEB](#)) April 24, 2005 -- Bigmouthmedia, the award-winning Search Engine Marketing company, has been selected to drive internet traffic to the National Express website. In an ever-increasing online marketplace, National Express hope to capture their share of the potential coach travel market amongst well known travel booking heavyweights such as Expedia and Lastminute.com.

Kevin Milnes, Digital Marketing Manager at National Express, said the objective of the SEM campaign is more about perception than education. Consumers are already aware of the National Express brand and service offering, but are perhaps less likely to consider coach travel as an option when planning a journey online.

With 1000 UK destinations, and a further 500 throughout Europe and Ireland served by partner Eurolines, National Express offer in excess of 1.5 million different routes and this is where the use of search marketing can make the biggest impact. Visitors driven to the National Express website by searching for a specific journey are already pre-qualified, and in a very strong position to convert to bookings.

After extensive research and a number of proposals from a variety of SEM companies, National Express chose bigmouthmedia based on their technical expertise, longevity in the marketplace and impressive client list. Milnes said the deciding factor was that "bigmouthmedia were truly open and honest throughout the consultation process. I felt they were clear about every step of the campaign, and this transparency is essential to any business relationship".

Steve Leach, bigmouthmedia's MD said "We're delighted to add National Express to our growing list of travel sector clients. They have a strong brand and huge potential for dominance on the search engines".

The new client win comes at an exciting time for bigmouthmedia, in a year which has already seen the company surpass last year's turnover figure, double the team based at their Edinburgh headquarters, and win the public and industry vote for "Best Use of Search" at last month's prestigious digital marketing awards, the Netimperatives.

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