

Press Release

Hockley Appoints Mediarun to Support Online Expansion

Luxury London furrier looks to drive growth and visibility through integrated SEO and PPC Campaign

London, 31st October 2011, digital response marketing company [Mediarun](#), has been appointed to assist with the online growth of [Hockley the luxury furrier](#). Hockley has a heritage of creating the most luxurious fur couture often appealing to a younger audience. The company's flagship store is based on Conduit Street W1 one of London's most exclusive shopping streets.

On the back of the new ecommerce store launch this autumn, Hockley is looking to drive online sales while increasing visibility and footfall in the London store. The scope of the project will include Mediarun delivering an integrated paid and SEO campaign working closely with the in house team at Hockley.

Frank Zilberkweit, Managing Director at Hockley, explains "our brand is already well recognised and respected but we want to build our presence online, optimise our site and reach new heights. We have selected Mediarun because of their experience in SEO, particularly their experience with luxury fashion brands on line."

Alex Wares, Managing Director at Mediarun, adds "We are delighted to be appointed by Hockley and look forward to bringing our in depth experience with luxury retail brands to bear on this project in order to deliver significant and measurable ROI."

Mediarun expects the campaign to produce a major uplift in revenue from search, to achieve top organic search rankings for the targeted keywords, along with driving customer footfall in store.

Notes to Editors

For further media information please contact

Mediarun

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About Mediarun - www.mediarunsearch.co.uk

Mediarun helps companies find customers online by focusing on enhancing online visibility, generating leads and improving revenues. Based in central London the company specialises in performance Search Engine Optimisation (SEO), (Pay Per Click) PPC management, Social Media Optimisation (SMO), Mobile marketing, website optimisation and design related services.

With the rise of social media, visibility is no longer just about appearing at the top of a search page. Mediarun consultants can advise on the content and appearance of your website, to encourage users to stay and spend. We can also advise on tools, such as blogging, provide an online PR campaign or reputation management service.

Mediarun is committed to combining technical expertise with an innovative approach to deliver high returns on investment for businesses in UK and Europe. Mediarun understands its clients need to find customers online and ensure that for any marketing spend the company is able to deliver a healthy and quantifiable return.

www.mediarunsearch.co.uk

About Hockley

Hockley is the leading design and retail house for fur in the UK. Frank Zilberkweit, Owner and Managing Director, is one of the most renowned fur brokers in the world. Not satisfied with having the success he had achieved in his fifth generation family business at Polar Furs, Zilberkweit wanted to extend his knowledge of all the facets of the fur industry and acquired the London Furrier Philip Hockley Ltd, in 1987.

The Hockley family had established a highly successful business manufacturing and wholesaling fur garments in the UK. The showroom, previously situated in Margaret Street, London W1, supplied designers and stores throughout Great Britain. It soon became a favourite hang-out with avant garde designers and celebrities of the 1960s and 1970s including Ossie Clark, Zandra Rhodes and Bill Gibb.

Gauging the huge interest in the garments they were manufacturing, Frank Zilberkweit and Michael Hockley together founded the Hockley Store. Zilberkweit chose an up-and-coming location in Conduit Street, now renowned as one of London's premier shopping destinations.

The Hockley store was an instant hit. With its most desirable collections and specialist service in fur, the store has built up a very strong loyal customer base for over twenty years. With the awakening of interest in fur in younger generations, Hockley embarked on a modernisation of both its image and its product, launching an own label Collection in 2007.

Hockley Collection, under the creative direction of Izzet Ers, is now available in many leading luxury department stores, including Harrods London, Saks Fifth Avenue New York, Lane Crawford Hong Kong and Beijing, Holt Renfrew Montreal and other boutiques all around the world.