

Bottling Success

London, 20 June 2012: International fine wine merchant, Goedhuis & Co, has appointed search marketing agency, [Mediarun](#), to run an integrated search marketing campaign for their brand.

The move is part of an on-going effort by the firm to readily compete with the online presence of major wine retailers by positioning them as leading specialists.

Alex Wares, managing director at Mediarun, said: "Increasing numbers of established brands, like Goedhuis, are quickly beginning to appreciate that [search is a critical marketing channel](#) and not an 'optional extra'. We are very much looking forward to working alongside the team at Goedhuis and implementing a comprehensive search strategy that will firmly embed them as reputable specialists and grow their market share in the process."

As well as a focus on driving visibility and revenue in the short to medium term, the firm's decision to actively influence the likelihood of being located online ties in directly with a concerted effort to [develop brand presence online](#) and improve new customer acquisition, running in close parallel to their overall digital marketing strategy.

Philippa Wright, Marketing Director at Goedhuis, said: 'The Goedhuis brand is already well-established. However, further leveraging the knowledge and expertise that's helped achieve this via an integrated campaign to enhance our online visibility and position us among the UK's leading Burgundy specialists, is an exciting prospect - Mediarun is the ideal partner to take this journey with.'

ENDS

Notes to Editors

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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 Goedhuis & Co www.goedhuis.com

Goedhuis & Co is an engaging team of specialist fine wine merchants providing fellow wine lovers with an inspiring personal service that is a better way to buy and enjoy wine. This privately-owned wine merchant was founded by chairman Johnny Goedhuis in 1981. Head office is in Central London with a separate storage business, Private Reserves Ltd., based in Northamptonshire. In 2008 Goedhuis & Co. opened its first international office in Hong Kong to service the growing interest in fine wine from the Asian market. Clients are a mix of private individuals and organisations as diverse as university colleges, restaurants and catering companies.