



Case Study |

The Launch of A New Venture

Situation

The video rental industry has been going through a period of great restructuring for nearly a decade. With companies like Netflix DVD mailings, on-demand streaming, and also companies like Redbox that made DVD rentals easier than ever.

At the time of the changing video rental environment, Blockbuster was still an internationally recognized brand, but was struggling to remain relevant as it fought losing battles on multiple fronts. NCR, the hardware equipment manufacturer (ATMs, Voting Machines, et. al.) had a different set of challenges. NCR lost the contract to provide kiosks to Coinstar-owned Redbox and were seeing the entirety of the hardware for kiosk-driven on-presence movie rental go to one of their competitors.

In response, NCR decided that they would get into the movie rental kiosk business themselves, thereby securing a downstream customer for their core hardware capabilities. They decided to license the name "Blockbuster Express" from Blockbuster. NCR planned to launch several thousand kiosks that spread throughout a handful of metropolitan areas.

Problem

Historically, NCR had no experience with consumer marketing and opted to hire an agency to launch their campaign and implement their strategy. The agency they appointed recognized that NCR needed help to garner visibility and movie rentals online. It was imperative that all of the Blockbuster Express kiosks be found for their core keywords in local search results for both desktop and mobile users. However, the core keywords were highly competitive and already had a number of sources, including video stores and Blockbuster itself, fighting for this visibility. To top it off, they had a very tight budget and a very small time frame.

Solution

Apogee Results quickly got to work with the client and agency partner teams, to launch a Google Places, now Google Plus Local, presence for each Blockbuster Express kiosk, as if it were a physical store. Apogee also executed the same process on Microsoft Bing and interlinked each local search page with the store locator pages on the main Blockbuster Express website. Apogee Results also gave recommendations for on-page efforts, link/citation building, which was designed to give Google the appropriate credibility signals to display Blockbuster Express locations more frequently within the SERPs. Additionally, Apogee Results ran paid search (PPC) campaigns targeted to each metro area containing a Blockbuster Express kiosk, combined with promotions geared to encourage new customers to try out the Blockbuster Express service.

Results

The campaign launch was successful and Blockbuster Express grew more than 4-fold to become 25% as large as Redbox within 2 short years. A majority of the Blockbuster Express kiosk local listings ranked prominently in local search results for core keywords.