

Assignment



<https://devrix.com/tutorial/top-15-benefits-seo-business/>

The advertising campaign I chose was Burger King's.

The video was a challenge that Burger King made to its social networks and the Internet. People had to download the Burger King app when they were in a Macdonal's store and order a whopper, in exchange for that, the product would only cost them 1 penny, many people thought it was a lie until they began to share their experience through social networks and virilized in such a way that their app got 1.5 million downloads in just 9 days.

His app was in the first place in the download sites of IOs and Android. His sales tripled and surpassed the profits on the value invested to make this advertising.

Therefore, they won two gold Clios in Digital/Mobile, one in Digital/Mobile/Social Technique, one in Experiential/Events and one in Direct. Burger King global CMO Fernando Machado has also described it as one of the brand's most effective campaigns ever.

They even put up posters near Macdonald's stores so people could download the app. They did good research on the millions of stores MacDonald's has around the United States. They basically used the localization strategy to get the existence they needed.

Analyzing this video, I realize that almost all the Burger King are close to MacDonald's. I think it is a strategy rather than a rivalry that can show.

The three SEOs I found in this campaign were these.

They encouraged their customers to go to their physical stores to buy after making their online search. The Whooper for 1 penny campaign was so successful that many even went to Burger King stores to get the offer.

A particular study backs this up, stating that 81% of shoppers conduct their research online before going to the store and making the local purchase.

Another factor was the increase of followers in their social networks and not only that, but also an increase in the downloads of their app. They made sure that people could only download the promotion once they were near a MacDonald's. And because there were so many Macdonald's it wasn't that hard, basically they stole their MacDonald's clients. As I said before, they were for quite some time as one of the most downloaded apps in both IOS and Android.

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With all this publicity they had, they created credibility to their brand and that influenced many more people to believe in Burger King and the product they offered they increased their popularity.

Ranking first, second or third may give your customers the idea that you are one of the top players in the industry. It shows that you are popular, and many users have researched you, too.

On the other hand, customers may think that you are not yet well-known or even a new player in the industry if you are at the bottom of the search engine results. This may also lead some customers to think that you have no budget to boost your website for better search results.