

## Tanya is a former glamour model and independent escort based in London, UK.

**“ RankBaby provides me with the right amounts of marketing support for the right prices! Their services and the way they do business make them a one of a kind company for escorts. Starting from simple marketing ideas to affordable and high quality traffic, and ending up with the brilliant support and great results really puts them at the top of their game. Stop the DIY marketing and start working with RankBaby. ”**

**Tanya, independent escort.**

### Project Background

After a sabbatical of two years, during which time she worked as a glamour model and travelled the world, Tanya wanted to return to the escort business, but only for limited periods. Her ideal scenario was to work for one week at a time, working out of a central London hotel, and generate enough business to only work every other month.

The challenge was to let potential customers know that Tanya was available and persuade them to contact her to make a booking. The added difficulty was that Tanya did not have a website and all marketing had to be done through other online channels. We were also working to tight budgets and short notice deadlines.

### Objectives

- Create a high level of awareness of Tanya's availability to a very specific target audience to drive a required number of enquires.

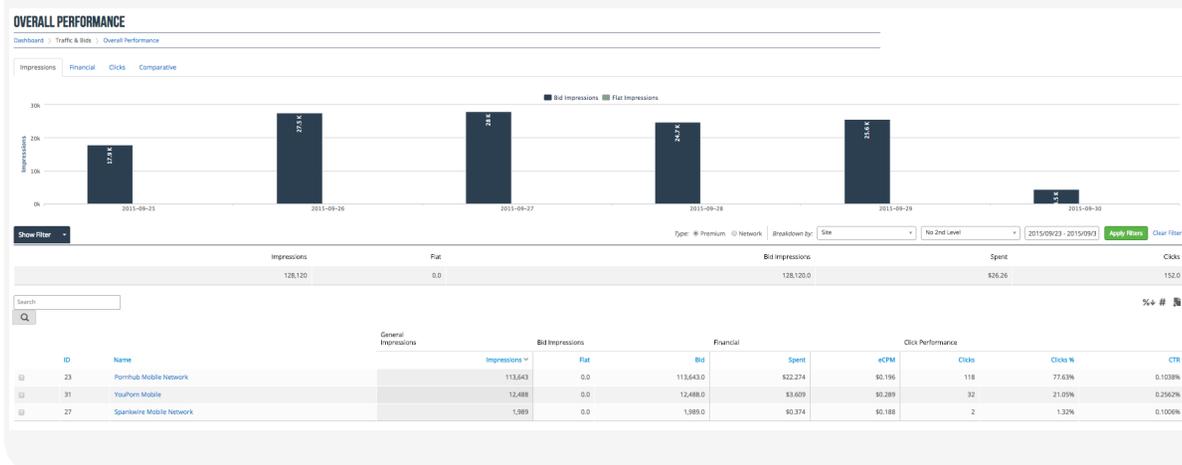
## Solution



RankBaby's approach was a highly targeted ad campaign via the classified website Backpage and popular porn sites. Sponsored and free ads were posted on the adult classified section of Backpage, geo-targeting Central London. A banner ad was designed for various well-known pornographic video sharing websites and we ran daily campaigns via Traffic Junky, targeting phone and tablet users in London audience and using keywords relevant to Tanya's ideal customer persona. The porn site ad clicked through to the Backpage listing, which included info about Tanya and how to book her. Traffic Junky ads were tracked so we could differentiate between inbound from porn sites and Backpage.

## Results

Tanya's ad received over 120,000 impressions and approx. 130 clicks during a seven day Traffic junky campaign. This resulted in over 30 telephone enquires, which resulted in 8 bookings. The Backpage campaign generated over 50 telephone enquires, which resulted in 11 bookings. "I had 19 customers during my weeks stay in London, which proved highly profitable for me. RankBaby did a fantastic job."



Want to know more? Chat with RankBaby today. Call 02079 657479 or email [sales@rankbaby.co.uk](mailto:sales@rankbaby.co.uk) for more information on our services. For company information, visit [www.rankbaby.co.uk](http://www.rankbaby.co.uk). Read our marketing guides at [www.rankbaby.com/businessclub](http://www.rankbaby.com/businessclub) or follow us on Twitter @rankbabyno1