



## CASE STUDY

# Rivermead Islands

[www.rivermeadislands.co.uk](http://www.rivermeadislands.co.uk)

RIVERMEAD ISLANDS

Rivermead Islands is the only purpose-built, private student accommodation in Chelmsford, serving Anglia Ruskin pupils. There are two blocks of flats on site, PointView and The Lofts which have been newly built for the next influx of students in September 2023.

PointView and The Lofts both boast spacious ensuite rooms that were built with the modern student in mind. They have 4 room types to choose from, all sharing a communal living space and kitchen area like traditional student accommodation.



Luxury Student Accommodation



Essex, UK

## The Challenge

Rivermead approached VerriBerri for our help with generating exposure before their bookings system went live. We had just 3 weeks to carry out this project, so the turnaround was tight. Alongside exposure, Rivermead Islands also wanted to build credibility. This would give students and their parents confidence when booking a room and peace of mind.



Social Media



UI Design



SEO

## The Process

Knowing Rivermead's aims for the project (exposure and credibility), we knew that social media support would be crucial. Their Instagram account had been inactive for a year, so populating the page was our main focus. As such, our social media team created, shared, and monitored 6 posts across the 3 week period.

In addition to social media, the Rivermead Islands website was in need of some tweaks and a revamp ahead of their booking system going live. As such, our content and design team worked together to make changes, giving the site a bit more personality. Another key focus was making it more mobile-friendly, both for SEO and usability purposes.

## Achievements

Just 50 minutes after their bookings system went live, Rivermead were successful in selling out all 300 of their rooms. What's more, across the 3 week period, their Instagram reach increased by 511%. Engagement also rose by 3,633% and their followers grew by 10.6%.

Following our initial 3 week project, we then went on to provide Rivermead Islands with ongoing SEO support to ensure their website's health remained positive. This would help them to continue building their authority, preparing them for next year's bookings.

511%

Increased  
Instagram Reach

3,633%

Increased  
Engagement