

An abstract background with a grid of glowing green and blue dots, overlaid with a complex network of glowing green and blue lines and circles, resembling a data visualization or a globe.

MediaCom wins SEO – Best Use of Social Media Award at the Drum Search Awards

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MediaCom was awarded the SEO – Best Use of Social Media Award at the 2017 UK Search Awards that took place on 25th May.

The awards celebrate campaigns specialising in SEO and PPC and the specialist teams behind them.

Following six nominations, MediaCom's winning entry was:

Canesten – Are You Sitting Comfortably?

Demonstrating the positive effect of a well-planned and integrated campaign that leverages organic engagement, we improved awareness, search rankings and business results, whilst also educating and empowering women. It saw over 150,000 women talking about intimate health and increased website visits by 233%, and in doing so helped increase sales of the

Canesten product range and drive category growth.

The entry won SEO – Best Use of Social Media also received a commendation for Best B2C Campaign.

Find out more about the UK Search Awards [here](#).

AWARD WINNING SEO SOCIAL MEDIA