

Wombat digital campaign given a natural boost with Lakestar Media

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Press release from: [Lakestar Media](#)

Wombat Clothing, the adventure 'easy-wear easy-care' clothing brand, has appointed Lakestar Media to boost its digital marketing.

Wombat was founded in 2004 as an online store and has since added four stores to its portfolio since then with a further store opening in Chester this year. The company currently supplies 55% of Fairtrade garments which support its ethical clothing concept to produce fashionable clothing in a positive working environment.

Lakestar Media has been tasked with raising the profile of the Wombat brand through developing its search engine optimisation and paid search marketing.

Lakestar Media Director of Sales Scott Reed said: "Wombat Clothing is an example of a brand which allows customers to look good and feel responsible at the same time. Our strategy for the business is to increase its web presence connecting the brand to its consumers more effectively."

www.wombatclothing.com

www.lakestarmedia.com

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Notes to editors:

1. Lakestar Media is a leading digital marketing agency offering a professional and individually tailored service to its diverse and exciting client portfolio. Established in December 2007, Lakestar Media delivers a mix of search engine optimisation (SEO), paid search (PPC), affiliate marketing, social media, copywriting and online PR services for their customers.

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