

Lima Bean becomes *Real Meal Revolution's* digital and strategic partner

Issued by [Lima Bean](#)

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The Real Meal Revolution partners with Lima Bean and tasks the agency with developing its digital strategy and executing on its ambitious global marketing plans.

Following the overwhelming success of *The Real Meal Revolution* (2013) dietary guidebook, the authors approached Lima Bean to create a digital platform for their brand. This was no small task. Not only did *The Real Meal Revolution* require a website that would do their powerful brand justice; they also needed to establish an international audience for their concept of "Banting" - a nutritional movement prescribing a uniquely indulgent yet carbohydrate-free diet proven to enhance general health, facilitate weight loss, raise energy levels, boost mental capacity and even alleviate diabetes.

Along with this massive responsibility, the Lima Bean team were afforded absolute creative freedom, and set to work on designing and developing all things digital. Main projects included a beautiful [responsive website](#), [social media pages](#), [newsletters](#), digital marketing material and [video production](#). Lima Bean's digital strategy dictated that they use only original images and content, and invest in high quality video production. Shareable content was optimised for social media, and a live chat tool implemented.

Just a few short months later, the site has gone live, and the results have been incredible. The website has received five times more traffic than the original *Real Meal Revolution* site, session duration has doubled, and the amount of shares has increased exponentially. The site's first online Banting course - which was sold out weeks before the start - launched Monday, 3 November, and has received excellent feedback after the first week.

According to Steven Langley, a director at Lima Bean, the agency is "*incredibly pleased to be involved with a brand as dynamic as The Real Meal Revolution. Its reach is global and its supporters are extremely passionate and vocal. Via our newly-formed agency, led by creative director James Bisset, we are proud to be responsible for the entire through-the-line strategy. We believe the work is speaking for itself and are incredibly excited to take the brand into the international market.*"

Director Hagen Rode elaborates on the technical findings in a recent [blog post](#).

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Lima Bean is a leading web development company founded in 2005, with a core focus on designing and building high quality content management systems (CMS) and enterprise e-commerce systems.

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