

# HOW TO ACCURATELY SHOW THE SUCCESS OF A DIGITAL PR CAMPAIGN TO KEY STAKEHOLDERS



**ROSA MITCHELL**

HEAD OF PR

**DIGITAL CITY FESTIVAL**  
**WEDNESDAY 9TH MARCH**  
MANCHESTER

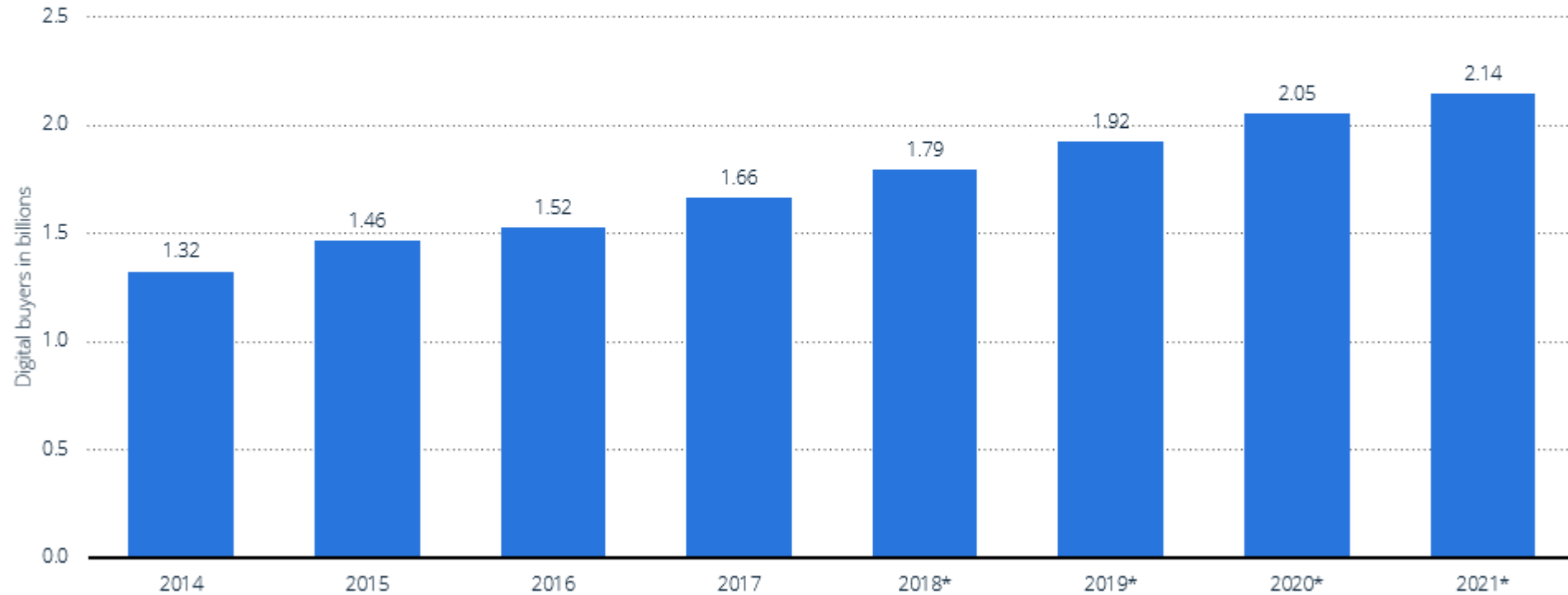
**ONLINE AND DIGITAL**

**GROWTH IN 2022**

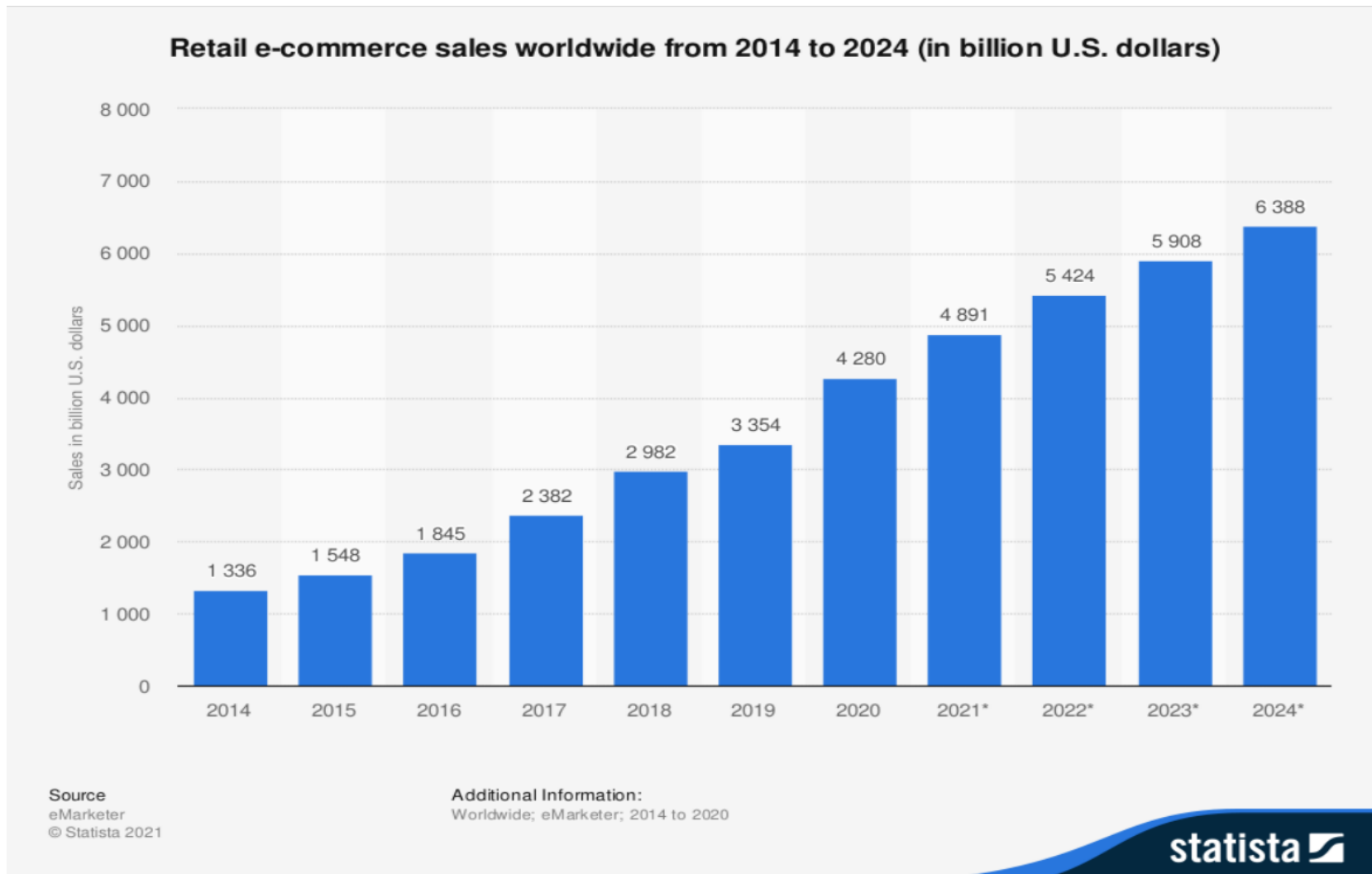
# ONLINE GROWTH

Number of digital buyers worldwide from 2014 to 2021 (in billions)

Global number of digital buyers 2014-2021



# ONLINE GROWTH INTERNATIONALLY



**SO, HOW CAN DIGITAL PR HELP  
BUSINESS OWNERS**

**CAPITALISE ON THIS RISE?**

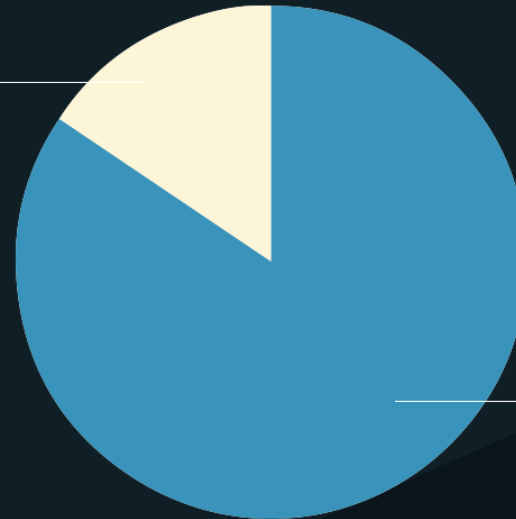
DIGITAL

# WHAT IS DIGITAL PR IN 2022?

Building links is like acquiring social proof. When Google looks at your website, having strong, authoritative links pointing back to your content signals that you are trustworthy and informative.

How much of an impact do you think link building has on your brand authority?

Low impact  
15.61%



Big impact  
84.39%

LINK BUILDING

## **WHAT DOES THIS MEAN FOR YOUR SEARCH VISIBILITY?**

The first ranking page on Google has an average of 3.8x more backlinks than positions 2-10.

LINK BUILDING

# WHAT DOES THIS MEAN FOR YOUR SEARCH VISABILITY?

Websites with a higher  
Ahrefs/Moz/SEMrush Domain Rating  
correlate with higher rankings on the first  
page of Google. ([Backlinko](#))



LINK BUILDING

# WHAT DOES THIS MEAN FOR YOUR SEARCH VISABILITY?

59% of SEO professionals believe that backlinks will have even more of an impact in the next few years.

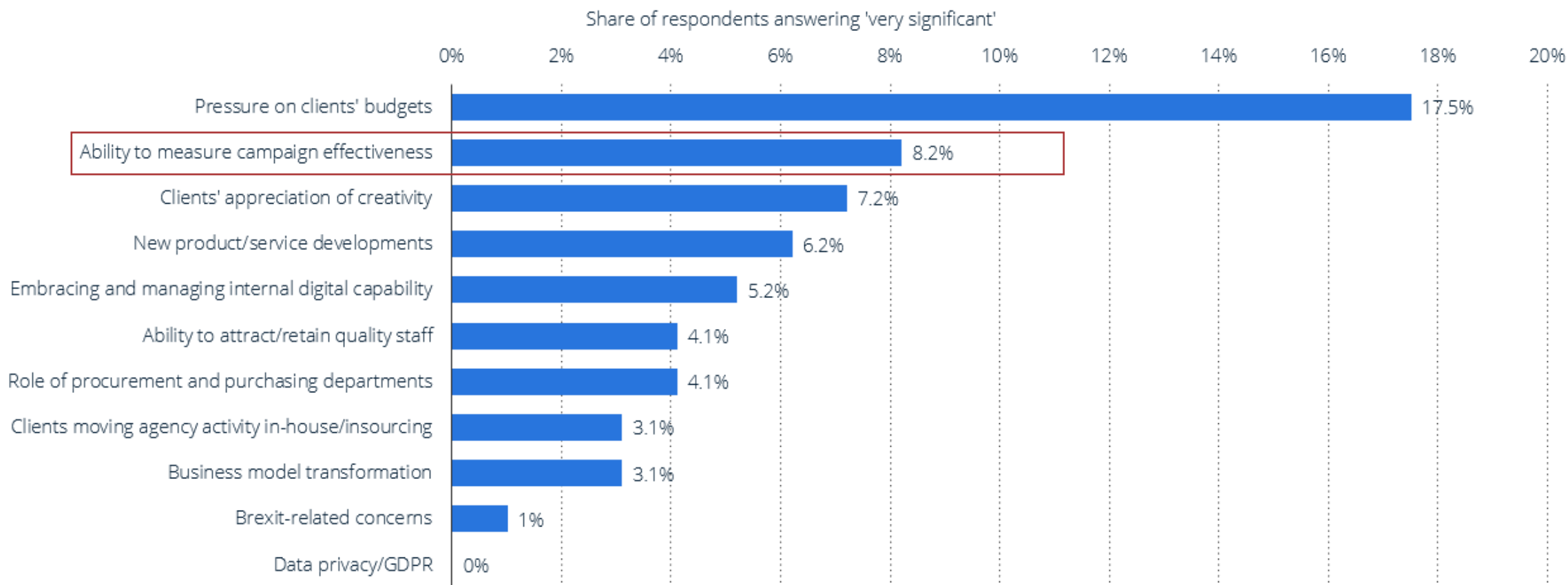
\*2021 State of Link building Report



# WHAT ARE THE POTENTIAL CHALLENGES?

# Most significant business challenges according to B2B marketing agency professionals in the United Kingdom (UK) in 2020

## Challenges to B2B marketing agencies in the UK in 2020



**Note(s):** United Kingdom; 2020; B2B marketing communications agencies

Further information regarding this statistic can be found on [page 49](#).

**Source(s):** B2B Marketing; [ID 1137337](#)



**SO, HOW DO WE CREATE AMAZING CAMPAIGNS**

**AND THEN SHOW THEIR EFFECTIVENESS?**



THE RESULTS

With a combined content, technical SEO, and link building strategy, we saw some outstanding results.

thortful's organic market share went from 7% to 43%.

In total, we estimate that more than £1.4 million additional non-brand organic revenue was driven in 12 months compared to the previous year; achieving an ROI of over 1,000%.

THE RESULTS

500

LINKS

built in 12 months

£1.4M

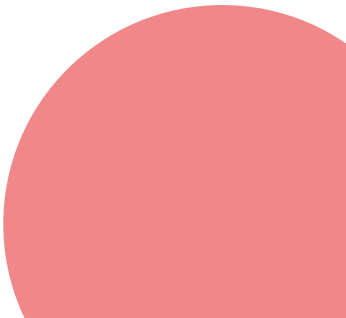
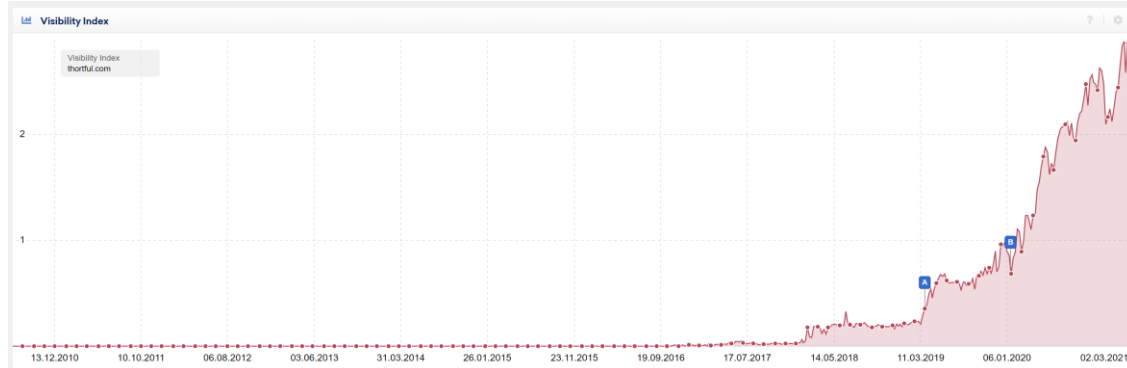
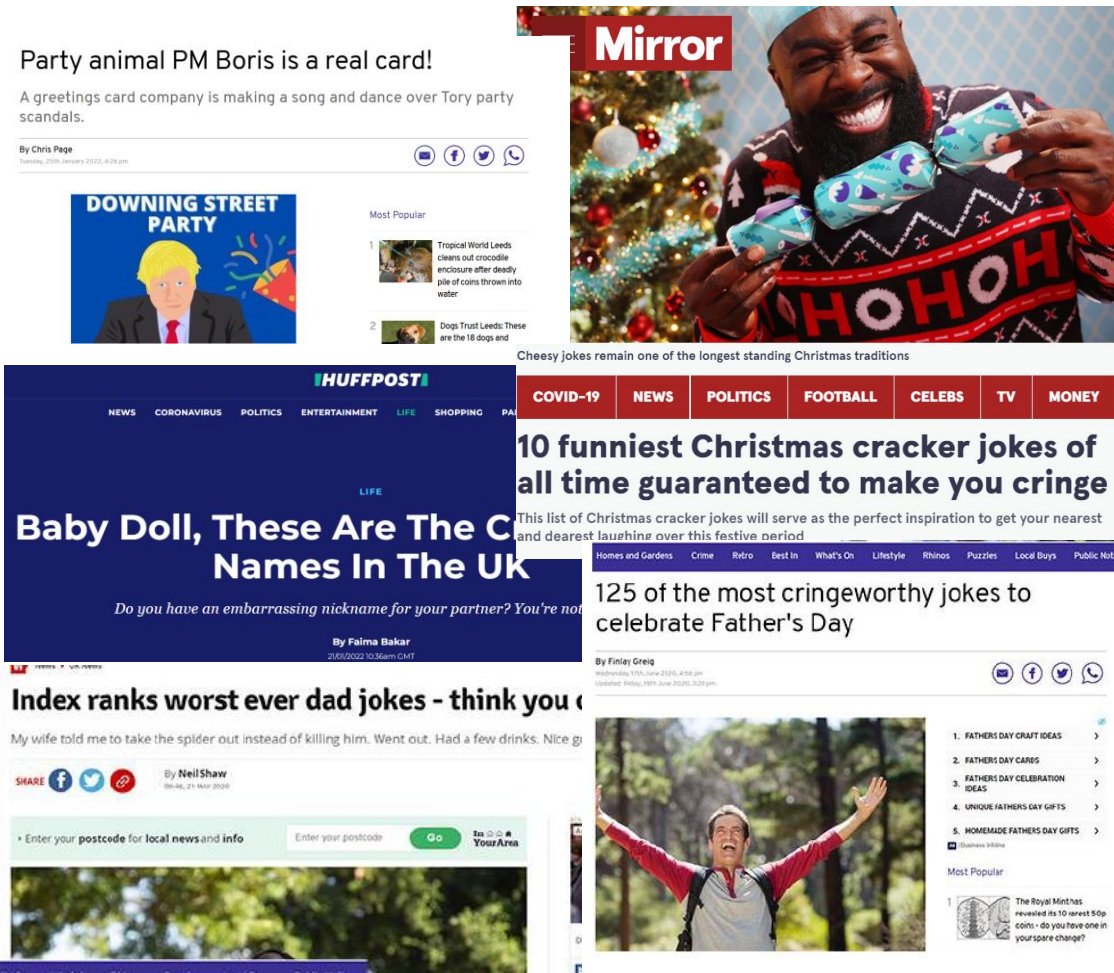
REVENUE

additional revenue YoY

1,000%

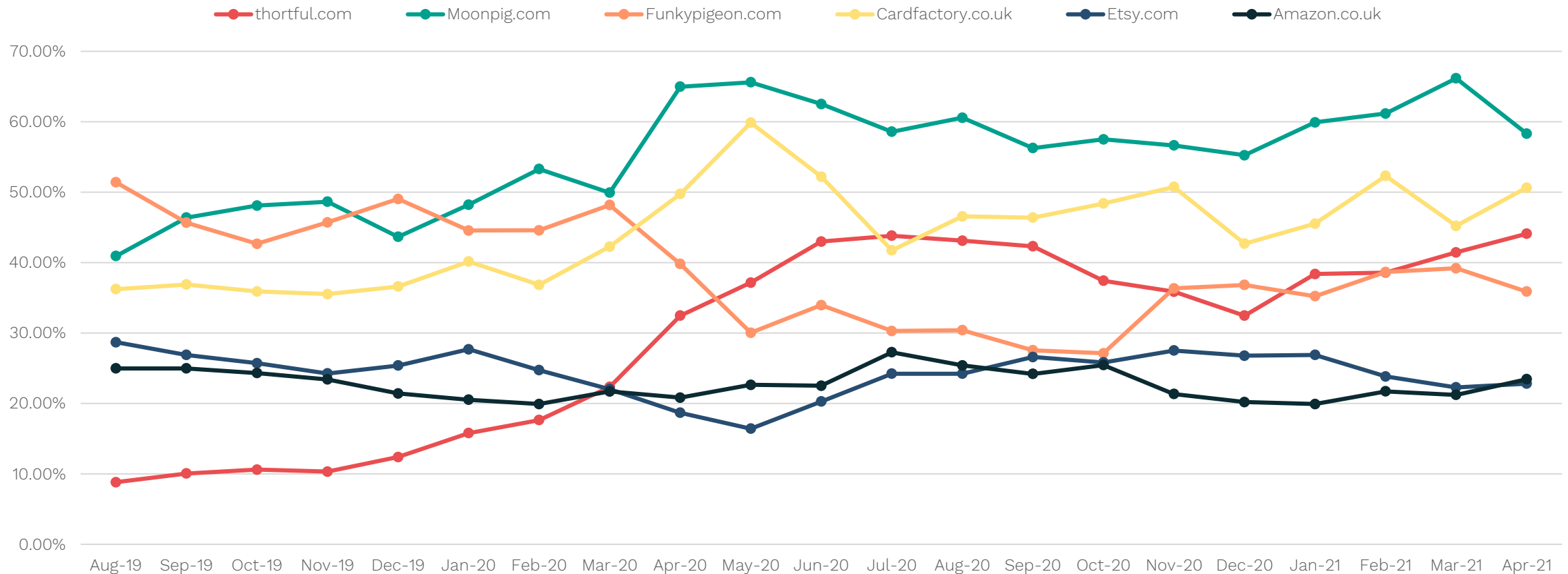
ROI

on Organic



# DRIVING GROWTH AT SCALE: THORTFUL

After just under 12 months of working with thortful, we have helped transform them from a challenger brand; they now mix with the biggest card retailers in the market. Our next step in this journey is to become the number one card brand in organic search.



# DEBT MANAGEMENT AND BRAND NEGATIVES

# METRO

## How to make sure you're ready to be a first-time buyer

 [Comment](#)



**Rosie Murray-West**

Monday 10 May 2021 10:58 am



## Splitting from a partner who caused you financial problems? Ten things you can do to cut debt, save money and protect your savings in a divorce

- Currently half of all Britons in a relationship have a joint bank account
- 39% of Brits found it difficult separating finances after splitting from a partner

# EXPRESS



## ATM users told to watch out as new way scammers can steal credit cards is uncovered

FRAUDSTERS have started to use "skimmers" on ATMs as a way to steal someone's card details.



## Debt warning: 'Don't live a champagne life on a lemonade budget'

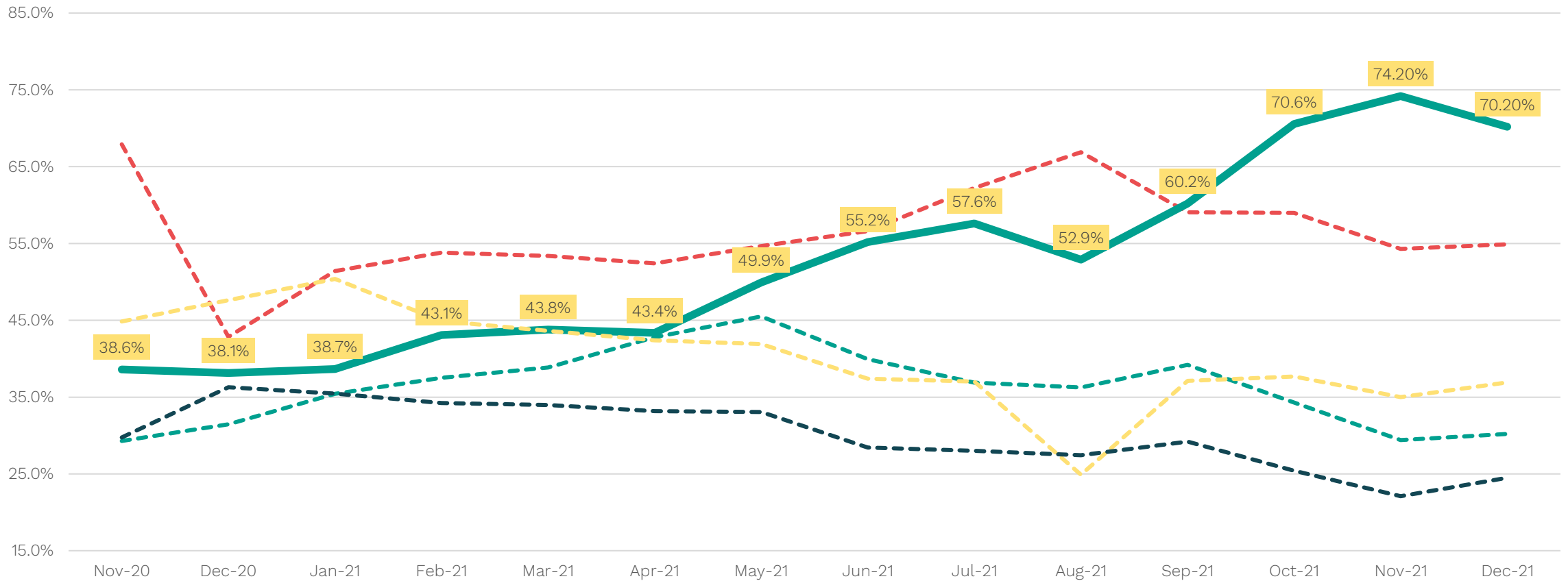
By Kevin Peachey  
Personal finance correspondent, BBC News



## The true cost of Christmas: most Brits won't recover until April!

# CHANGED THE ORGANIC LANDSCAPE TO CONTROL THE BRAND NARRATIVE

Our SEO focus was to review our 'brand negative' keywords and look at how we could push down forums and other sites, such as MoneyNerd, to control our own brand narrative.





A black and white photograph of a pug dog sitting on a couch in an office environment. The dog is looking towards the camera with a slightly sad or thoughtful expression. The background shows office desks, chairs, and a striped umbrella.

**SO, THE QUESTION NOW IS:**

**HOW CAN YOU RECREATE THIS?**

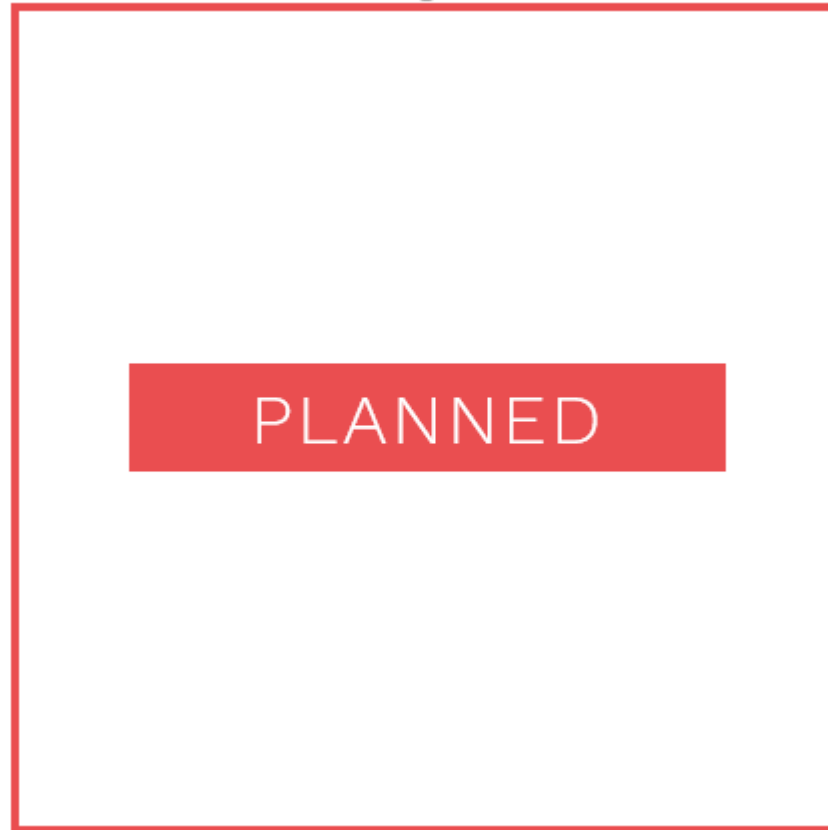
# STRATEGIC CREATIVITY

REACTIVE

PLANNED

PROACTIVE

# STRATEGIC CREATIVITY



# BIG, PLANNED CAMPAIGNS

goodmove.



Canine  
COTTAGES

DOGGY  
DEVOTION

How much does your dog love you?

We all know that the wag of a tail, or a whine when we pick up a lead means our dogs are getting excited, but how excited are they really? We spoke to a behavioural expert for dogs, to find out the true meaning behind licks, begging, barking and more, but what is it that excites our dogs the most? We decided to put this to the test and measure how our dogs' heart rate reacts to certain scenarios. Is it their owner coming home from work, or a kiss and an 'I love you' that really gets them going? We enlisted a number of our furry companions to help us answer this age-old question.



# RUN MORE THAN JUST CREATIVES



PROACTIVE

# 10 QUESTIONS THAT WILL BUILD YOU BIG LINKS ALONGSIDE CREATIVE:

1. Do you work with any charities?
2. Are you launching any new products?
3. Are you on a recruitment drive?
4. What other marketing plans do you have?
5. Are you doing any CSR work?
6. Do you have a spokesperson?
7. Are you seeing any consumer trends?
8. Do you have a list of old campaigns?
9. Do you have a content calendar?
10. Do you have a list of old media placements?

# RUN MORE THAN JUST **CREATIVES**



REACTIVE

## REACTIVE PR

### House price index comments:

- <https://www.theguardian.com/business/live/2021/jan/20/uk-inflation-transport-clothing-computers-stock-markets-ftse-joe-biden-business-live>
- <https://www.mirror.co.uk/money/house-prices-reach-staggeringly-high-23352117>
- <https://www.insightdiy.co.uk/news/annual-house-price-growth-reaches-fiveyear-high-in-october/9095.htm>
- <https://www.idealhome.co.uk/news/nationwide-house-price-index-251510>
- <https://www.homebuilding.co.uk/news/house-prices-july-rise-is-biggest-single-month-increase-in-11-years>

### Self-employed mortgage comments:

- <https://www.dailyrecord.co.uk/news/self-employed-people-can-instantly-22882919>
- <https://www.globalbankingandfinance.com/expert-tips-on-securing-a-mortgage-if-youre-self-employed/>
- <https://londonlovesproperty.com/top-tips-to-secure-a-mortgage-if-youre-self-employed/>

### The cost of Bridgerton property reactive data:

- <https://thetab.com/uk/2021/01/08/bridgerton-houses-real-life-cost-netflix-188911>
- <https://10ztalk.com/2021/01/08/bridgerton-houses-in-real-life-and-how-much-it-costs-to-move-in-next-door/>
- <https://www.myimperfectlife.com/news/bridgerton-residences-cost>

Ideal Home

**THE TAB**

theguardian



# EXAMPLE RESULTS FROM THE PAST FEW WEEKS:

**Mirror**

**Newsweek**

*STYLIST* theguardian

**THE Sun**

**Decoding your dog's star sign and what it says about them and their personalities**

**ECHO**

News UK & World News shopping

**Beanie Baby toys that could be worth a fortune as 'Gobbles' sells for £17,500**

You could be sitting on a goldmine of old toys as the list of most valuable Beanie Babies revealed

**EXPRESS**

Homeowners can add £10,000 to their property with one interior change - luxury on a budget

**BBC NEWS**

**GOOD HOUSEKEEPING**

**How to care for houseplants in the winter**

Cold weather doesn't have to mean the end for your plants! Here's how to help them thrive.

GH | BY MOLLY GREEVES 21/01/2022

**COSMOPOLITAN**

**28 Galentine's Day gifts for your ride or die bestie**

**METRO**

**Hey honey bun, these are the top cringey pet names used by UK couples**

Comment

Aidan Milan  
Friday 21 Jan 2022 6:41 am

**House Beautiful**

**Modern kitchen ideas: 22 kitchen design trends for 2022**

What's hot in the world of kitchen design?

BY OLIVIA HEATH JAN 11, 2022

**VIRGIN RADIO UK**

**Can music actually make our food taste better?**

Virgin Radio  
14 Jan 2022, 15:50

**REFINERY29**

**yahoo!**

**HOW DO WE MEASURE THIS EFFECTIVELY?**

## WHAT NOT TO DO

- We have more tools and analytics than ever before.
- So, we need to report on the actual effect on the bottom line – not media impressions or Advertising Value Equivalent (AVE).
- The future of Digital PR is about more than just measuring links.

DIGITAL PR

# HOW MANY TIMES HAVE YOU BEEN PUBLISHED?



# NUMBERS AND THE TYPE OF LINKS

- Do you have a Follow or No Follow link?
- Is the link authoritative?
- Relevancy
- Is it from a new referring IP address?
- Syndicated?
- Is it an affiliate link?
- Is the website the link is on a scraper?

DIGITAL PR

# SEARCH VISIBILITY



safari digital

**Want to hide a secret? Do it on page 2 of Google.**

*92% of traffic goes to the results on the first page of Google.*

**MOZ**



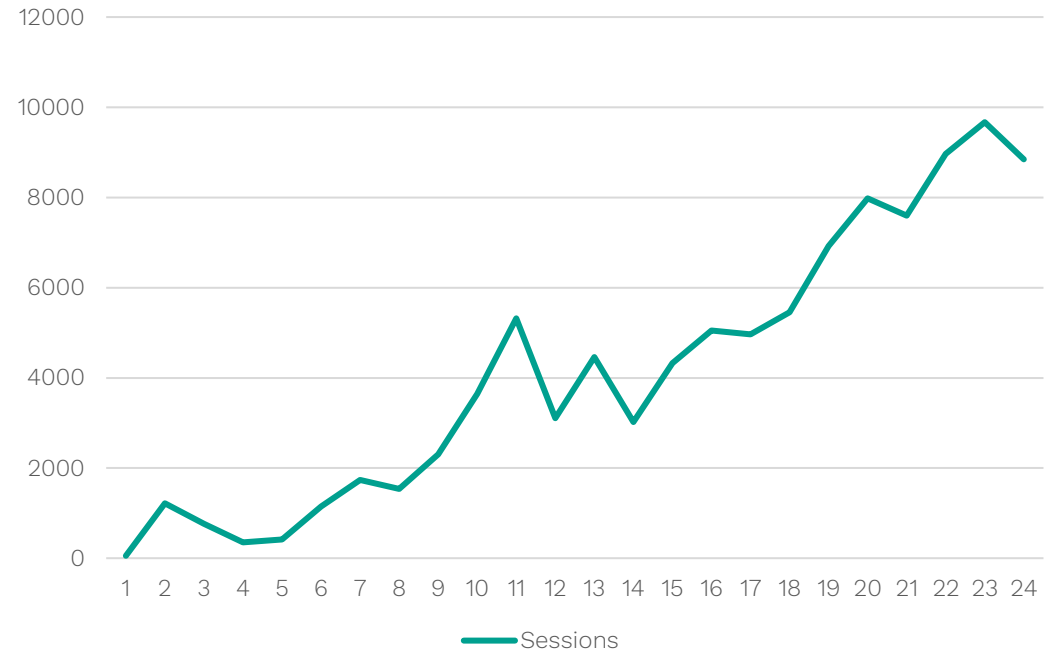
**searchmetrics**

**ahrefs**

## TRAFFIC INCREASES

Once a Digital PR campaign goes live, you should monitor your site. The fluctuation in live ranking positions is a positive sign that your Digital PR efforts are paying off.

Once you drive traffic to your site, you need to ensure the content is good and there are no technical errors. This is one of the best ways to attract traffic that converts.



**GREAT CONTENT THAT  
CONVERTS AND A  
TECHNICALLY-SOUND WEBSITE**



# THE BOTTOM LINE

Link building, combined with SEO, can reduce the cost of customer acquisition by 87%.

More than 50% of all “Near Me” searches result in an offline conversion.

SEO and digital PR ROI can reach up to 12X marketing spend.

88% of customers will call or visit a store within 24 hours of making a search on a mobile device.

# KEY TAKEAWAYS FOR STAKEHOLDERS

Digital PR is only going to get more important thanks to online growth.

Business owners can capitalise on this growth by creating campaigns that increase visibility; driving traffic and referrals.

You need to start measuring the impact your campaigns are having on the bottom line via visibility, traffic and conversions.

Try strategic creativity:  
Proactive, Reactive and  
Planned.

This works best when  
supported by good content  
and technical SEO.

CONTACT US TODAY

# TURN YOUR GREAT RESULTS INTO EXTRAORDINARY PERFORMANCE.

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