



CONNECTIVE3

HOW TO PRODUCE CREATIVE ORGANIC STRATEGIES THAT LEAD TO SALES

ONLINE AND DIGITAL

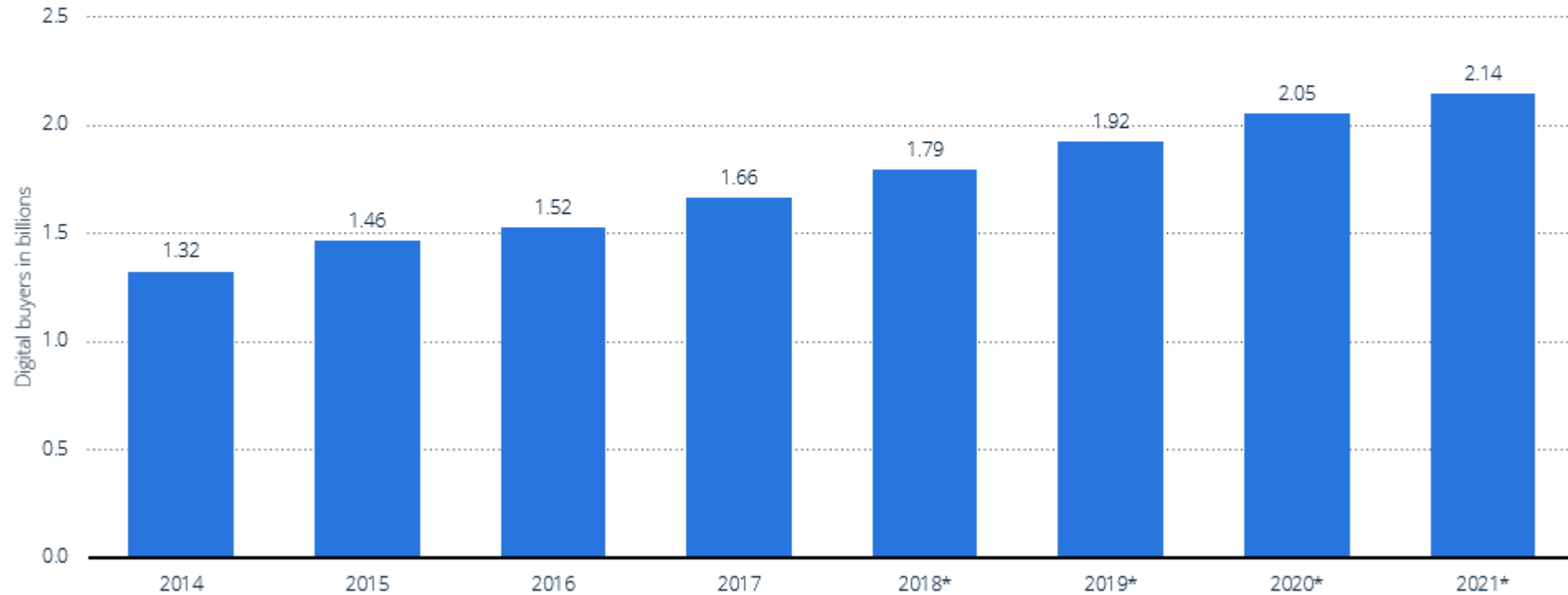
GROWTH IN

2022

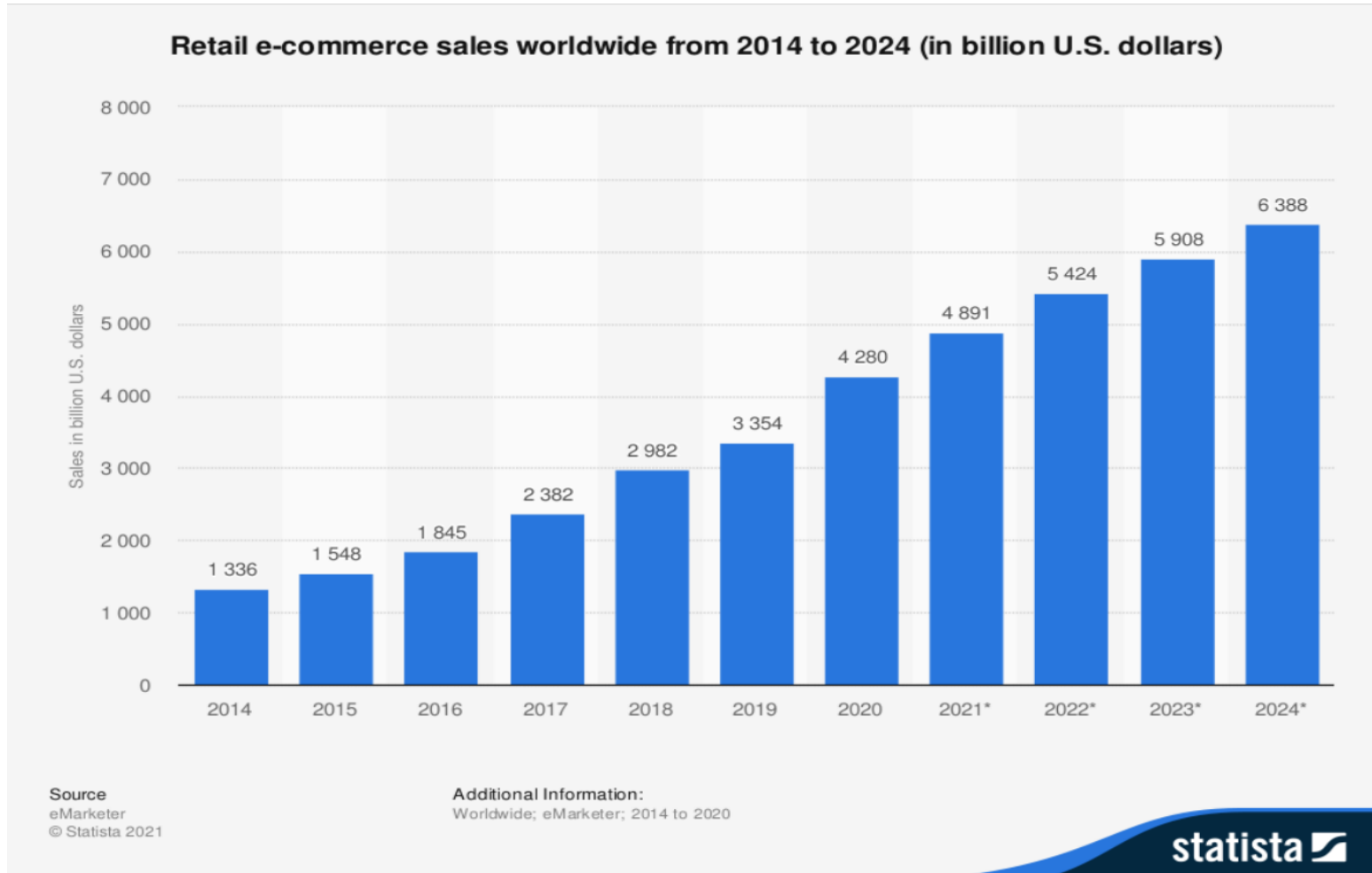
ONLINE GROWTH

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

Global number of digital buyers 2014-2021



ONLINE GROWTH INTERNATIONALLY



**SO HOW CAN CREATIVE
CAMPAIGNS HELP
BUSINESS OWNERS**

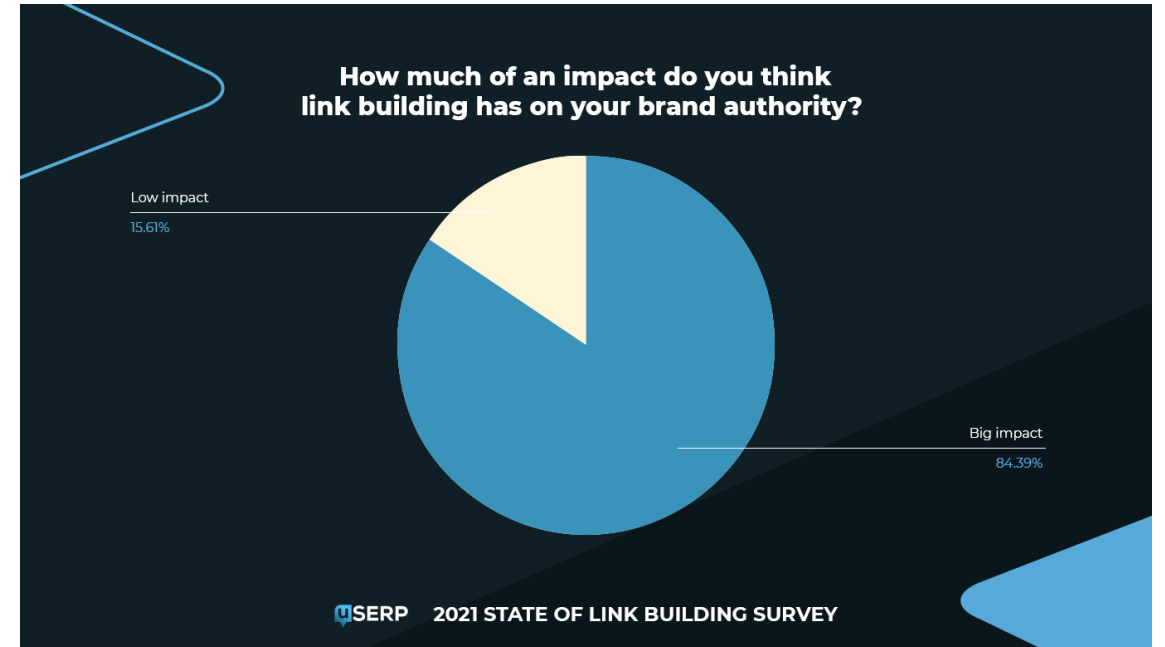
**CAPITALISE ON THIS
RISE?**

DIGITAL

WHAT IS A CREATIVE CAMPAIGN 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.



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 VISIBILITY?

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

A black and white photograph of a textile mill. Large rolls of fabric are being processed on machinery, with metal frames and rollers visible. The scene is industrial and somewhat dimly lit, with strong shadows and highlights on the fabric.

**SO HOW DO WE CREATE
CREATIVE CAMPAIGNS
AND THEN MEASURE THEM
EFFECTIVELY?**

DIGITAL PR / SEO

DELIVERING RECORD LEVELS OF ORGANIC VISIBILITY.



THE STRATEGY

DIGITAL PR

- Proactive PR – linkbuilding around existing products and seasonal events
- Reactive PR – linkbuilding around timely news events
- Planned PR campaigns

THE RESULTS

400%
INCREASE
IN ORGANIC visibility

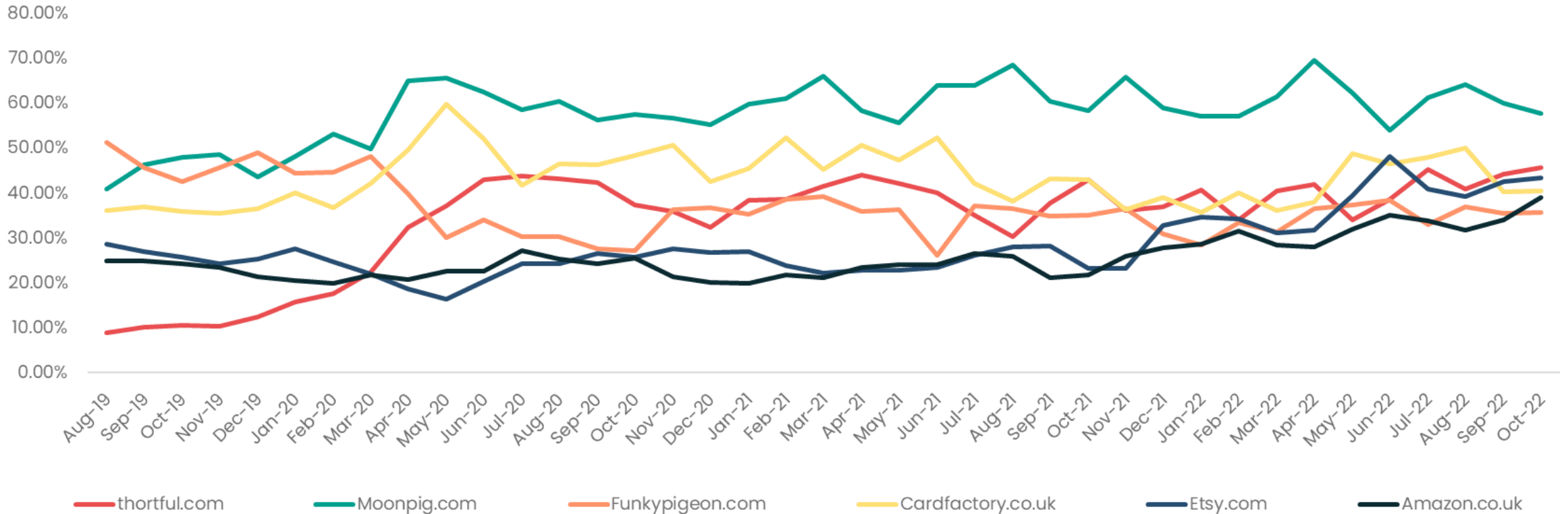
700
LINKS
BUILT OVER 12 MONTHS

TOP 3
RANKING
FOR CORE TERM 'BIRTHDAY CARDS'

£1.4m
REVENUE
ADDITIONAL REVENUE YoY

DRIVING GROWTH AT SCALE: THORTFUL

Over the past three years working with thortful, we have helped take them from a challenger brand to now mixing 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.



STRATEGIC CREATIVITY

REACTIVE

PLANNED

PROACTIVE

DIGITAL PR

WORKING WITH INFLUENCERS, CARD CREATORS, AND INTERNAL TEAMS TO SUPPORT PUBLIC HEALTH ENGLAND

thoughtful. 

THE STRATEGY

ENCOURAGING OPEN CONVERSATIONS ABOUT MENTAL HEALTH

- We partnered with Jake Quickenden and Public Health England to encourage people to look after their wellbeing during Mental Health Awareness Week.
- Teaming up with our card creators, we produced a range of "Are You OK?" cards,
- We revealed the small acts of kindness that brighten people's days via a consumer poll
- We worked alongside Jake to reveal the benefits of looking after your mental health, and how he looks after his own wellbeing.



THE RESULTS

20
LINKS FROM
NEW DOMAINS

Tyla

OK!

THE Sun

MailOnline

DIGITAL PR

BUILDING LINKS WITH CREATIVE UGC

thortful. 

THE STRATEGY

BUILDING CAMPAIGN CONTENT WITH THE HELP OF OUR TARGET AUDIENCE

We ran numerous UGC (user-generated content) campaigns across social media, the results of which could be used to build SEO backlinks.

We began by identifying key commercial events to target, which included Christmas, Father's Day, and Valentine's Day. We then created a PR asset which could be reskinned across them all.

The asset allowed social media users to submit, upvote and downvote text submissions. The campaigns included the below which are re-purposed annually:

- [The best dad jokes \(for Fathers Day\)](#)
- [Best chat-up lines \(for Valentine's Day\)](#)
- [Worst cracker jokes \(Christmas\)](#)

THE RESULTS

120+

LINKS

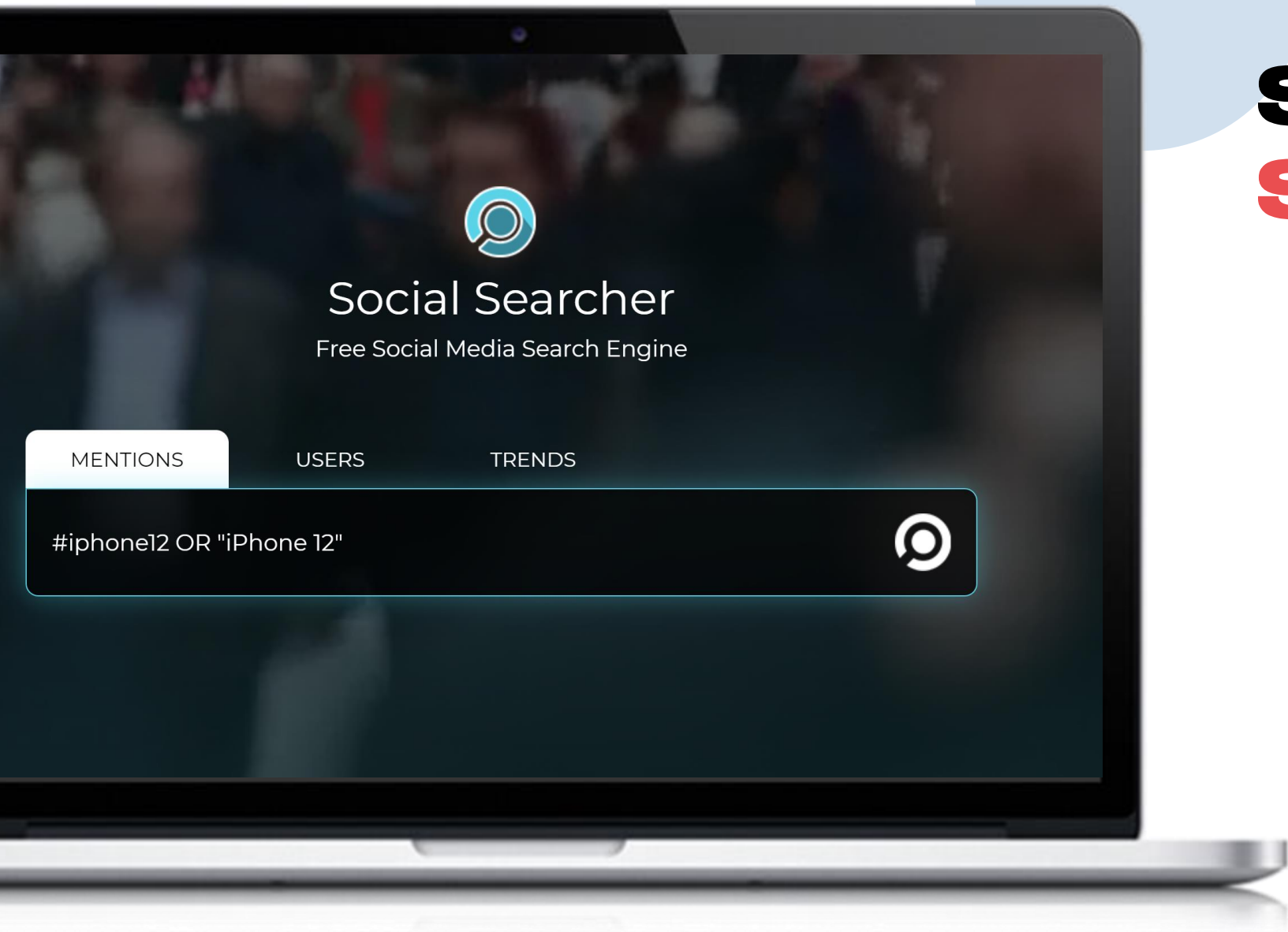


10 QUESTIONS THAT WILL BUILD YOU BIG LINKS **ALONGSIDE CREATIVE**

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?

YOU CAN

RECREATE THIS



SOCIAL SEARCHER



DIGITAL PR

THE IDEATION PROCESS



IDENTIFY
THE
GOAL

DIGITAL PR

THE IDEATION PROCESS



DIGITAL PR

THE IDEATION PROCESS

PURGE
THE
OBVIOUS

EXPAND
THE
CONCEPT

KEEP IT RELEVANT



FLIPPING HECK I'm a chef and these are four cooking myths you need to ignore – including whether you should add oil to your pasta



Experts reveal cooking with partner is key for long-lasting relationship



Decorate > Kitchen

27 kitchen island ideas for every space



Pound And U.K. Stocks Rise After Reports Of Prime Minister Boris Johnson's Resignation

The cheapest and most expensive motorway service stations in the UK for a sandwich and a coffee

Visiting Chernobyl revealed as Belfast's most popular bucket list destination in 2022

**THE FUTURE OF DIGITAL
PR**

**IS ABOUT MORE THAN
MEASURING LINKS**

HOW MANY TIMES HAVE YOU BEEN PUBLISHED?

- Google search commands
- BuzzSumo (use the 'monitoring' tab)
- Google Alerts
- AHREFs
- Linkfluence

NUMBER AND TYPE OF LINK

- Do Follow or No Follow link?
- Is the link authoritative?
- Domain authority of the site the link is from
- 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



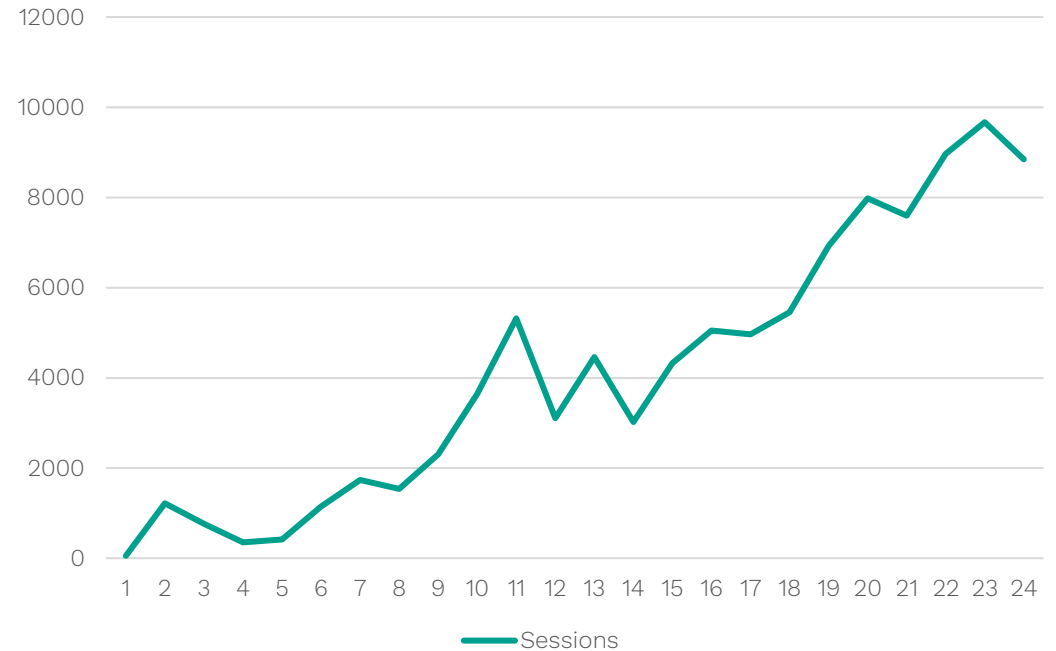
searchmetrics

ahrefs

TRAFFIC INCREASES

Once a digital PR campaign goes live, 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**

DIGITAL PR

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.

THANK YOU

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