



CONNECTIVE3

HOW TO PRODUCE CREATIVE ORGANIC STRATEGIES THAT LEAD TO SALES



BUSINESS DIRECTOR

CONNECTIVE3

ROSA MITCHELL

- 9 Years experience in content marketing
- Heads up the connective3 Manchester office
- Worked with brands including Wren Kitchens, Ann Summers and Nike

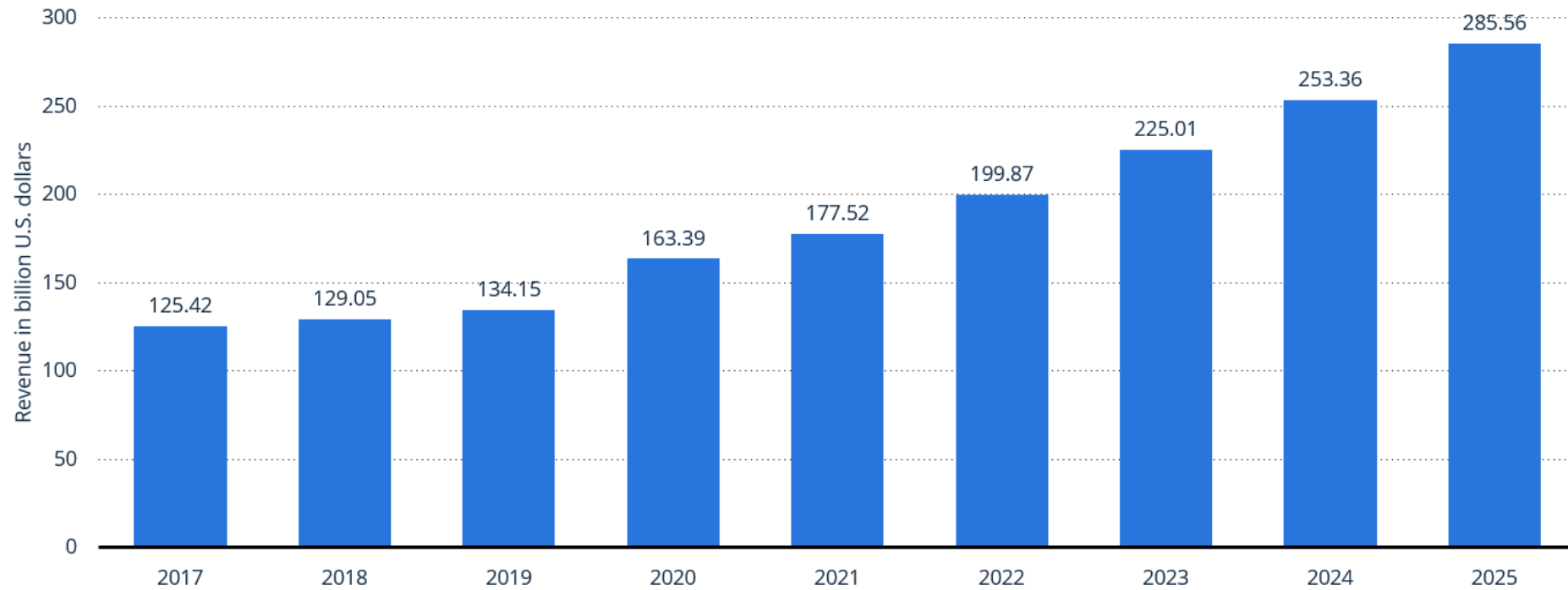
DIGITAL MARKETING

IN 2023

ONLINE GROWTH

United Kingdom (UK): retail e-commerce revenue forecast from 2017 to 2025
(in billion U.S. dollars)

Total retail e-commerce revenue in the United Kingdom 2017-2025



LINK BUILDING

THE IMPORTANCE OF SEARCH VISIBILITY

68% of online experiences begin
with a search engine.

([BrightEdge](#))

LINK BUILDING

THE IMPORTANCE OF SEARCH VISABILITY

53% of all website traffic comes from
organic search.

([BrightEdge](#))

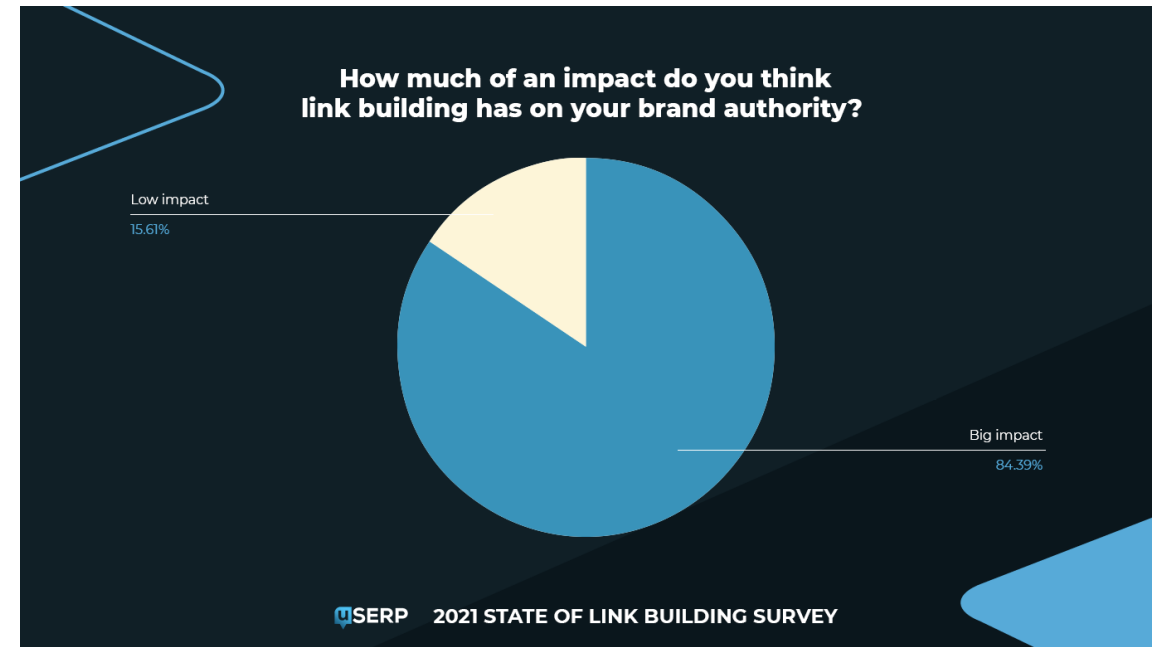
SO HOW CAN WE

CAPATALISE ON THIS?

DIGITAL

WHAT IS A CREATIVE CAMPAIGN IN 2023?

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?

The more backlinks a page has, the more
organic traffic it gets from Google.
(Ahrefs)

WHAT DOES THIS MEAN FOR YOUR SEARCH VISIBILITY?

Most top-ranking pages get followed backlinks from new websites at a pace of +5%–14.5% per month.
(Ahrefs)

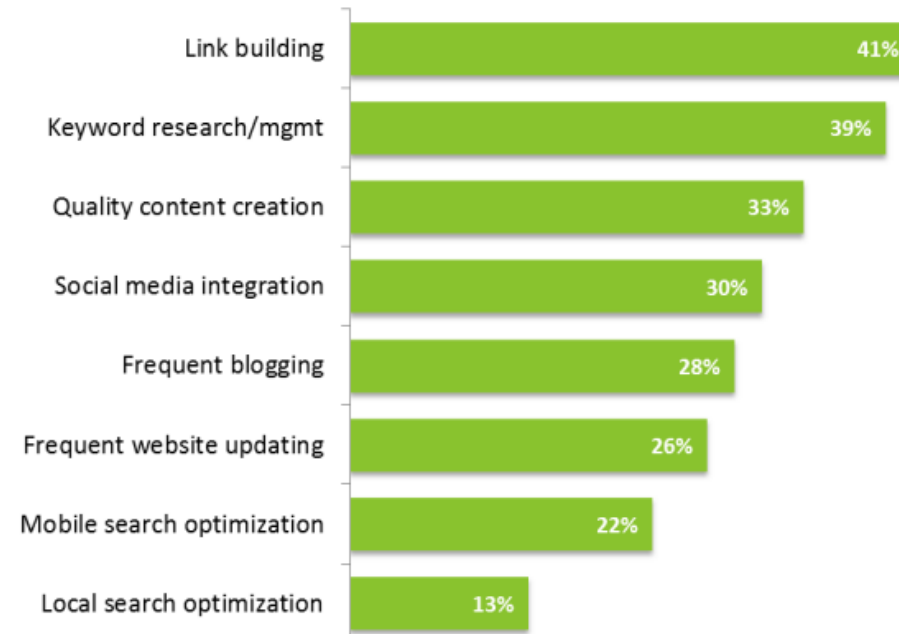
WHAT ARE THE
POTENTIAL
CHALLENGES?

LINK BUILDING IS SEEN AS DIFFICULT

LINK BUILDING AND KEYWORD RESEARCH ARE CONSIDERED HIGHLY DIFFICULT SEO TACTICS

Mobile and Local Search are Seen as Less Challenging Tactics

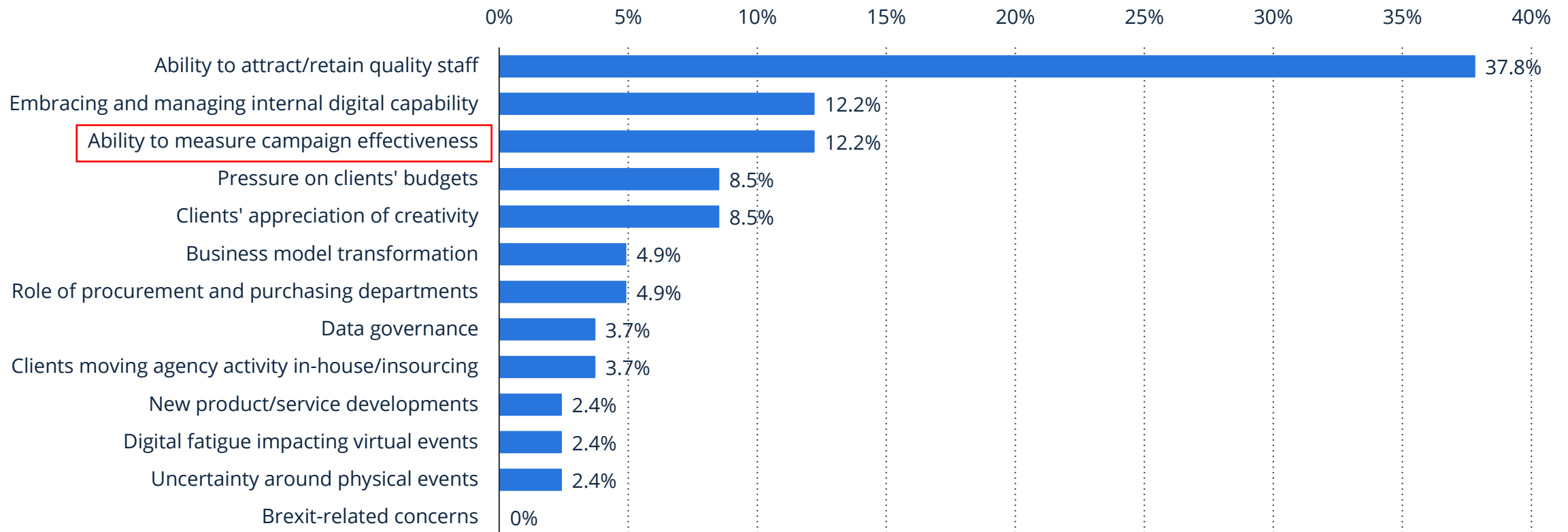
What are the MOST DIFFICULT SEO
TACTICS to execute?



Search Engine Optimization Survey N=442
Ascend2 in partnership with Conductor
Published November 2014

WE DON'T KNOW HOW TO MEASURE SUCCESS

Most significant business challenges according marketing agency professionals in the United Kingdom (UK) in 2021





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

DIGITAL PR / SEO

RECORD LEVELS OF ORGANIC VISIBILITY THROUGH STRATEGIC DIGITAL PR

sinful

THE STRATEGY

1. Product gifting to sexual wellness, health and lifestyle journalists
2. Creative, survey-led content about sexual communication habits of the UK public for national and regional journalists
3. Tame, more relationship style expert opinion for women's lifestyle and entertainment press

THE RESULTS

127%

INCREASE

IN ORGANIC visibility

63

LINKS

BUILT OVER 3 MONTHS

TOP 3

RANKING

FOR CORE TERM 'SEX TOYS'

189%

INCREASE IN REVENUE

STRATEGIC CREATIVITY

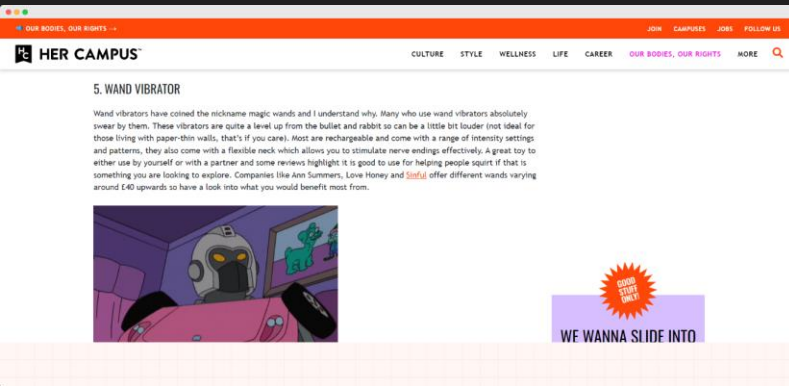
REACTIVE

PLANNED

PROACTIVE

PRODUCT GIFTING

We targeted key journalists and opened a discussion about sending products for review. This resulted in 18 links including Women's Health, Men's Health, Her Campus and more.



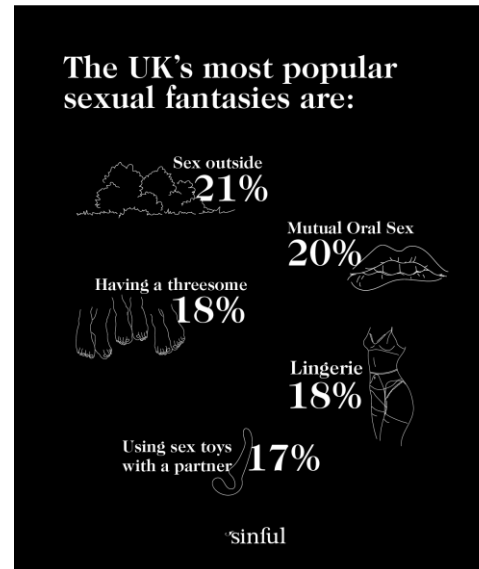
18 LINKS

sinful

SURVEY-LED CONTENT

We completed a in-depth, sensitive survey about the [UK's sexual fantasies](#), and whether partners are comfortable talking about them with their partner. We built 20 links including Metro, Huff Post, Indy100, Joe.co.uk, The Sun and The Daily Star.

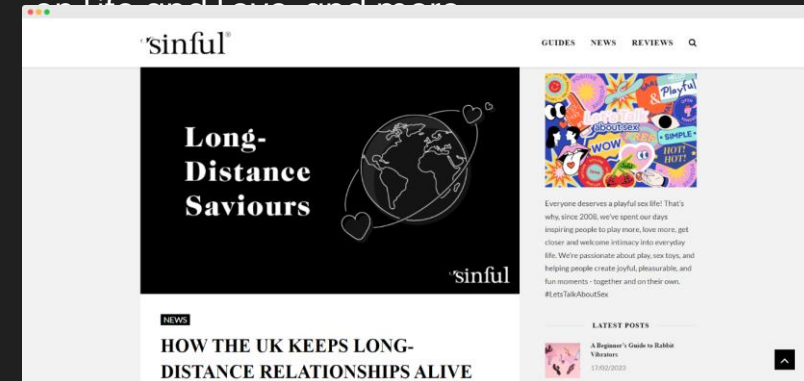
20 LINKS



RELATIONSHIP CONTENT

We created commentary offering advice on [how to manage a long-term relationship](#), [how to text your loved one](#), as well as [how to maintain your sex life when living in shared accommodation](#).

This helped us build 19 links in women's lifestyle publications such as Hype Bea, Flair, Thoughts on Life and Love and more.



19 LINKS

THE RESULTS

Over three months we built **63 links** in a wide range of publications and saw a wide range of SEO benefits.

The **UK site visibility has increased by 127.7%.**

This is in fact the **highest level of visibility** that the site has seen to date, with **an increase of over 5000%** versus this point last year.

Sinful's **domain rating also saw an increase from 31 to 41** thanks in part to c3's link

127.7%

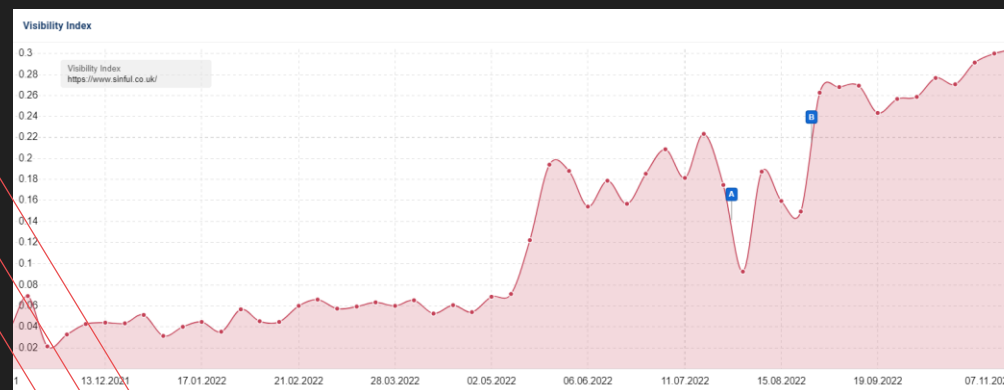
VISIBILITY INCREASE

63

LINKS



sinful



WHAT OUR TEAM SAID

"We loved working on this project. The results speak for themselves and show that our strategic approach and extensive research made a real difference in not just the number of links, but also how diverse the links built were."

"This is a perfect example of how a strategic and well-planned link building strategy can hugely impact your SEO results, even in a quick period of time."

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

LET'S START WITH THE PR PROCESS



THE PR PROCESS

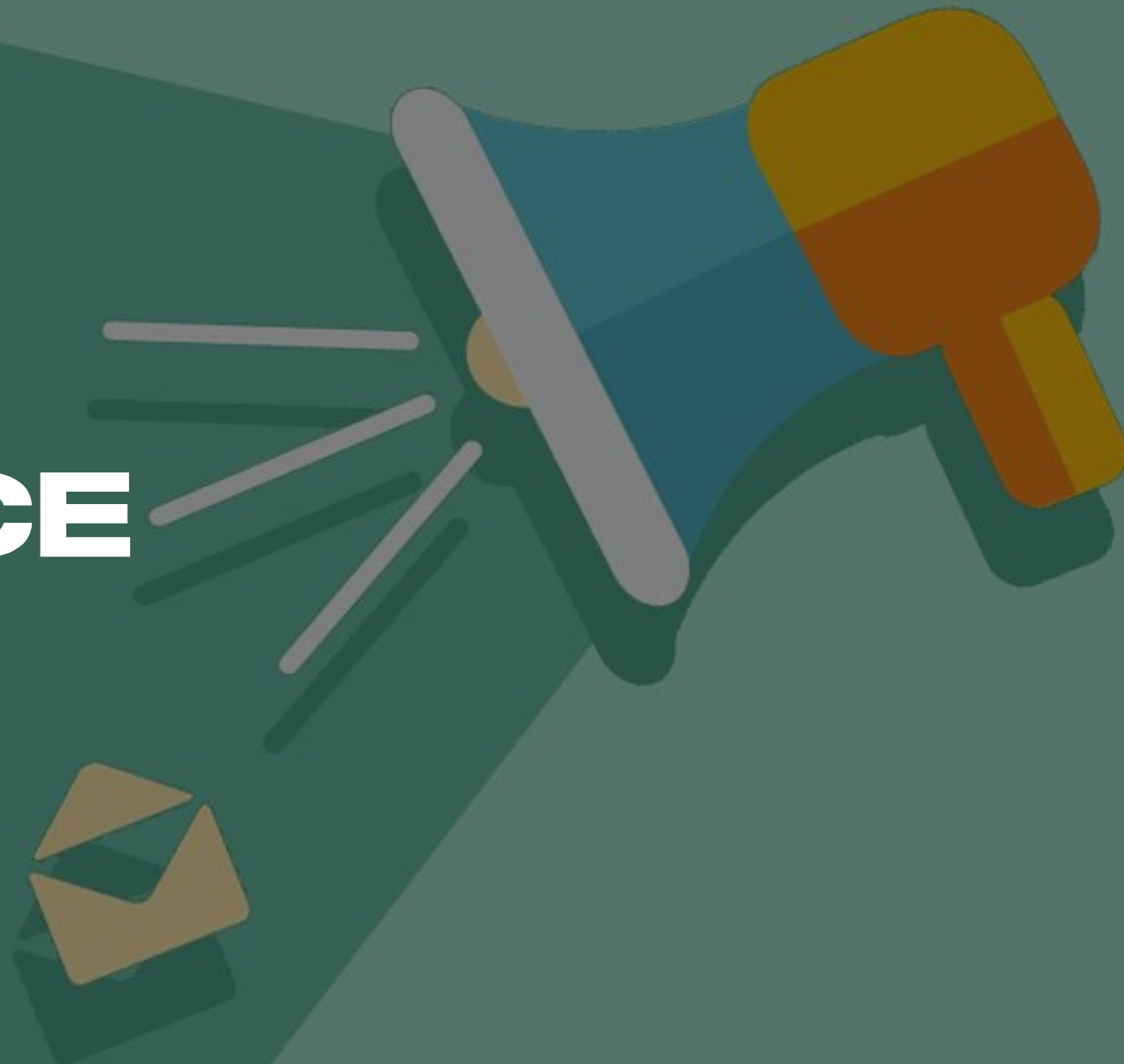


S E O

TOOLS THAT **CAN HELP**



FINDING YOUR AUDIENCE



FINDING YOUR AUDIENCE

GOOGLE ANALYTICS



- Open Google Analytics
- Set the time frame
- Click on 'Audience'
- Breakdown by demographic, overview and location

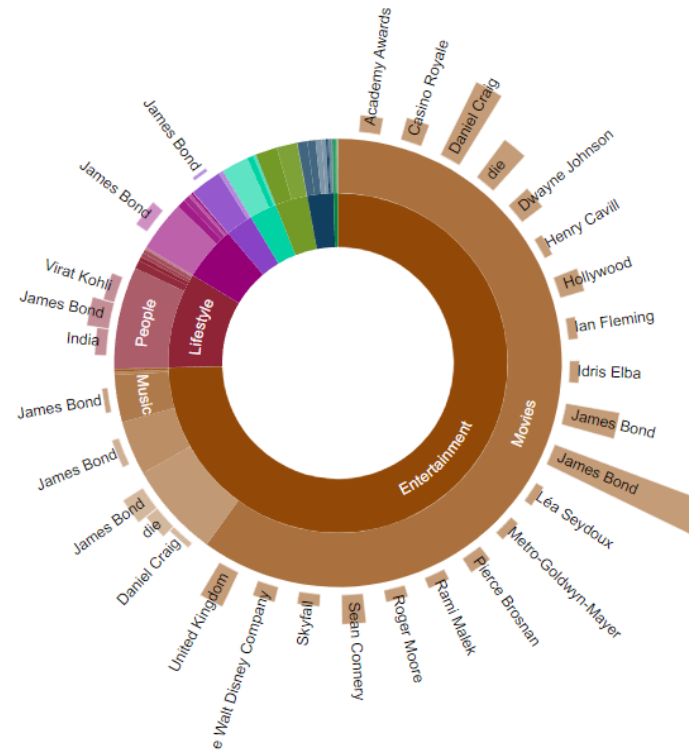
RUN SOCIAL LISTENING TO FIND TRENDING TOPICS RELEVANT TO YOUR AUDIENCE



Hashtags

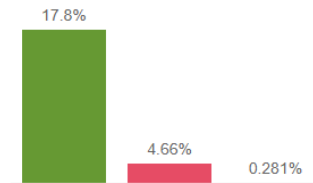
#007jamesbond #007无暇赴死 #7
#astonmartin #bewithme #bond #bond25
#bondjamesbond #casinoroyale #cinema
#contestalert #cop26 #danielcraig
#dimashqudaibergen #eternals #film
#flyaway #goldfinger #ianfleming
#jamesbond #jamesbond007
#movie #movies #notimetodie
#piercebrosgnan #playbold #rogermoore
#seanconnery #skyfall #spectre

Topics



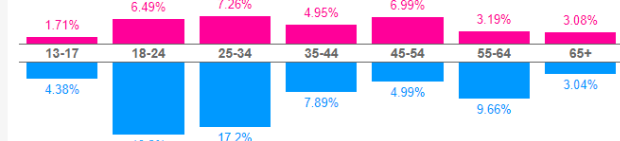
Sentiment

😊 Positive 😞 Negative 😕 Mixed



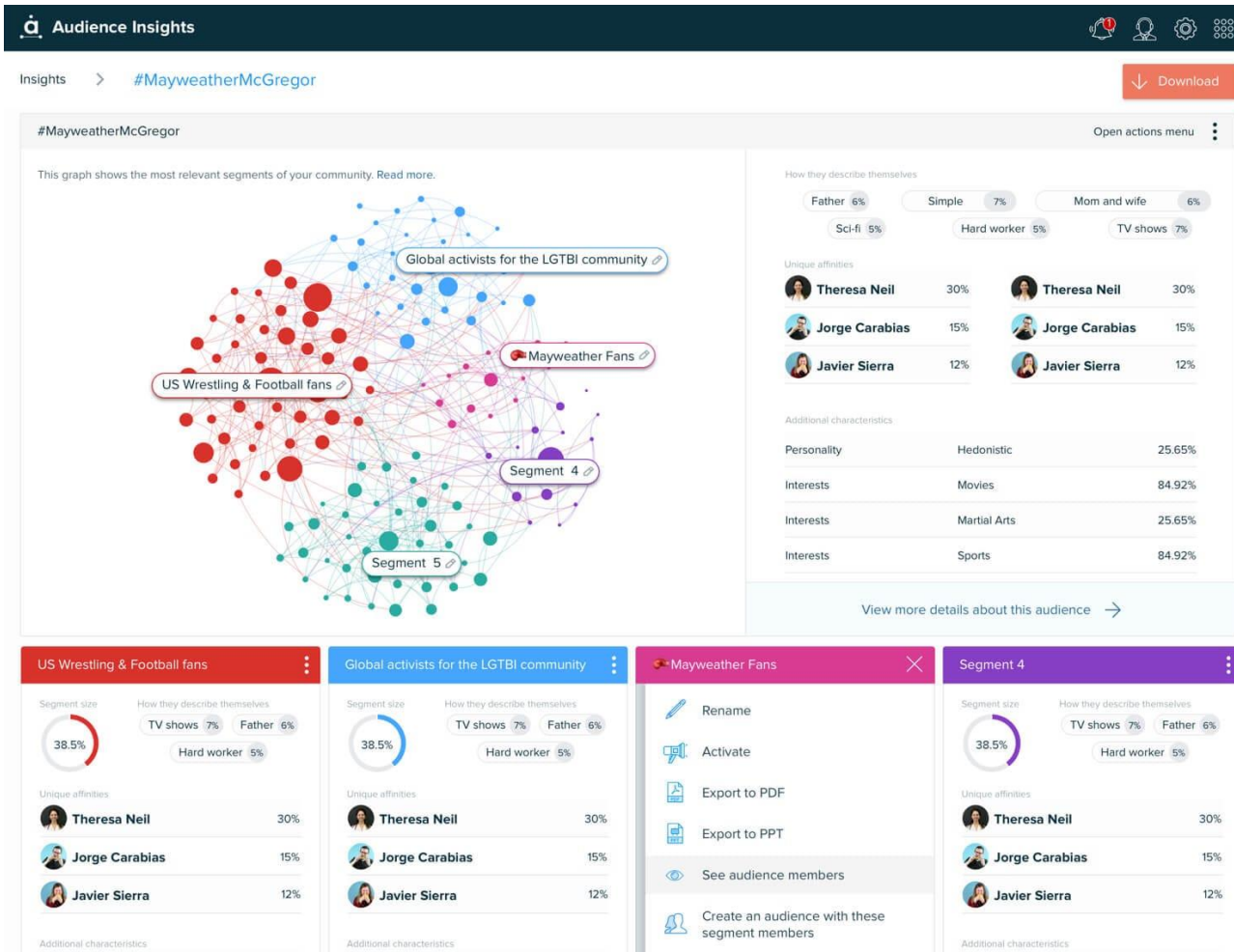
Demographics

● Female ● Male



FINDING YOUR AUDIENCE

AUDIENSE



URL: <https://audiense.com/>

Offers 1 free report



Social Searcher

Free Social Media Search Engine

MENTIONS

USERS

TRENDS

#iphonex OR "iPhone X"



FINDING YOUR AUDIENCE

BUZZSUMO

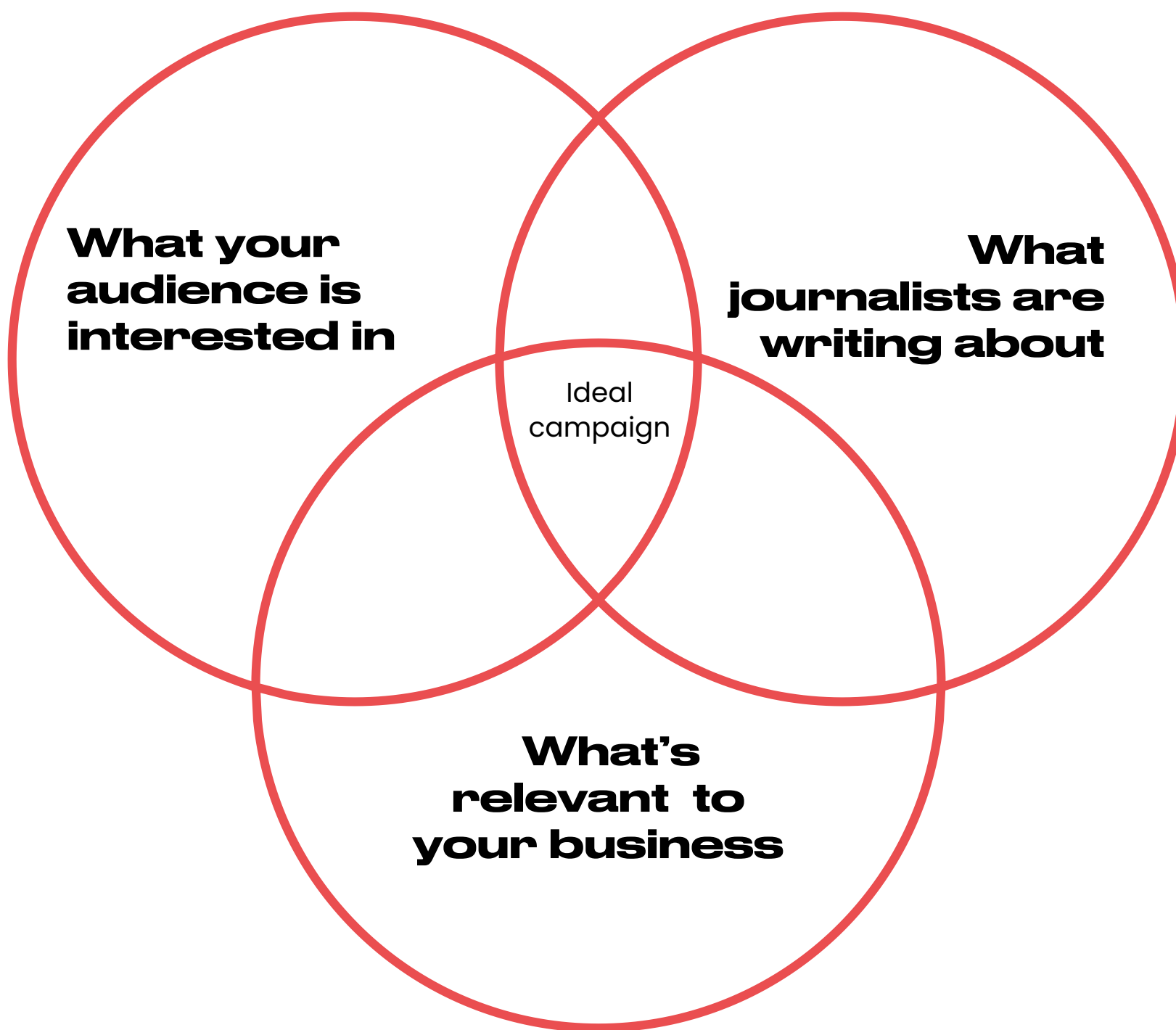
The Buzzsumo logo is displayed in white on a solid blue square background. The word "Buzzsumo" is in a bold, sans-serif font, and the letter "o" is replaced by a stylized icon of three concentric arcs, resembling a radio signal or a speech bubble.

URL: <https://buzzsumo.com/>

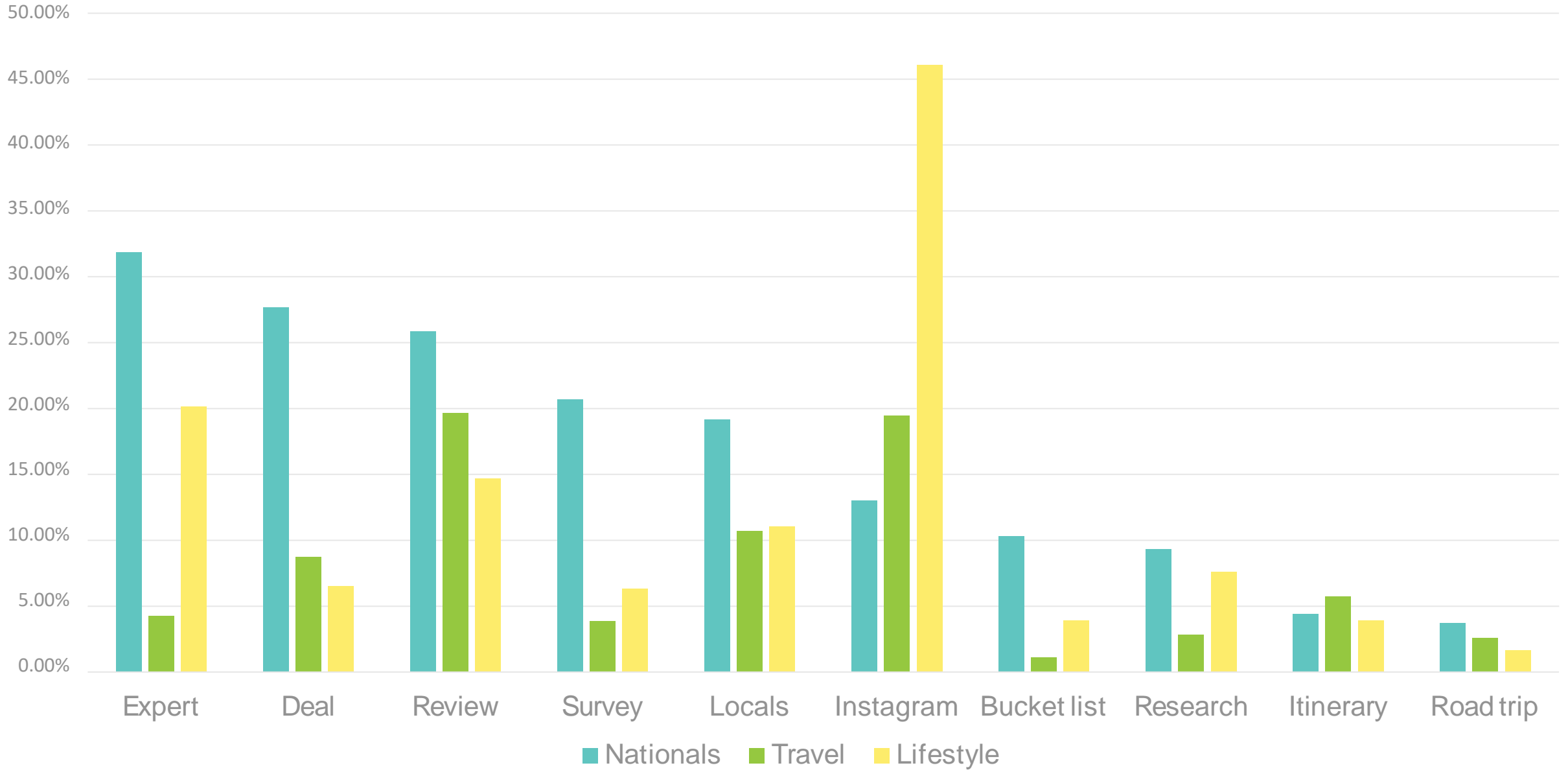
Paid tool that offers backlink and content research

RESEARCH TOPICS





WHAT GETS CAMPAIGN CUT THROUGH



RESEARCH

TOOLS FOR INFORMATION



connective3

[SERVICES](#)

[INTERNATIONAL](#)

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[CAREERS](#)

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THE ULTIMATE CONTENT CALENDAR

The only national day calendar you'll ever need – trust us. Plan your next digital PR idea, social media post or marketing campaign with our ultimate content calendar. Made by marketers, for marketers.

BRAINSTORMING



BLOG POST – BRAINSTORM TECHNIQUES



HOW TO HAVE BETTER BRAINSTORMS

By David White | 6 January 2020 | 6 min read

Most of us have at some point either attended, or run a bad brainstorm. Often, they go a little like this...

- Someone sends out a meeting invite for a brainstorm for X client with no other info

<https://connective3.com/blog/how-to-have-better-brainstorms/>

The background is a dark gray with several light gray paper airplanes and dashed lines. Five airplanes are positioned vertically, each with a dashed line extending downwards. A sixth, red airplane is in the top right corner, with a dashed line curving upwards and to the right from below it.

**CAN YOU
GENERATE
MULTIPLE ANGLES?**



**CAN YOU GO
LOCAL?**

A dense forest of evergreen trees, likely spruce or fir, fills the frame. The trees are dark green and appear to be in a mountainous region, with some peaks visible in the background under a hazy sky. The overall tone is somewhat muted and atmospheric.

**DID WE MAKE IT
'EVERGREEN'**

NEWSJACKING - REACTIVE

Buzzsumo

Content ResearchInfluencersMonitoring

Projects

Content AnalyzerFacebook AnalyzerQuestion AnalyzerTrending NowBacklinks

+ Add Trending Feed

Quota: 2 / 50

☒ Show Team Feeds

Filter topics...

News

Countries

Everything

Sports

Entertainment

Tech

Business

Video

Fashion

Science

Politics

Trending Now in Business

Show

24 Hours

Sort

Trending Now


Language

English

☒ Live Mode (refreshed 4 seconds ago)

Share

RSS



nytimes.com | 20 hrs ago

Miscarrying at Work: The Physical Toll of Pregnancy Discrimination

Trending Score: 83
Total Engagements: 24.7K


Share | Block Domain

12.2K

3K

8

9.4K



ansa.it | 46 mins ago

Sanpellegrino, 3 nomine per business Italia e Sud Europa - Business

Trending Score: 72
Total Engagements: 30


Share | Block Domain

0

30

0

0



usatoday.com | 6 hrs ago

Elon Musk: LA tunnel used for Boring Company tests to open to public

Trending Score: 59
Total Engagements: 561


Share | Block Domain

422

105

0

34



bbc.co.uk | 13 hrs ago

Philip Morris accused of hypocrisy over anti-smoking ad

Trending Score: 57
Total Engagements: 1.8K


Share | Block Domain

1.5K

255

1

91



dailyo.in | 4 hrs ago

There is data to show extreme poverty, malnourishment in India. Why is no one talking about it?

Trending Score: 46
Total Engagements: 543


Share | Block Domain

538

5

0

0



nbcnews.com | 2 hrs ago

Trade war will lead to substantial slowdown in the U.S. economy by 2019 say economists

Trending Score: 42
Total Engagements: 365

Share | Block Domain

227

60

2

76








BREAKING








NEWSJACKING - REACTIVE

 Office for
National Statistics

English (EN) | [Cymraeg \(CY\)](#)

[Release calendar](#) | [Methodology](#) | [Media](#) | [About](#) | [Blog](#)

[Home](#) | [Business, industry and trade](#) | [Economy](#) | [Employment and labour market](#) | [People, population and community](#) | [Taking part in a survey?](#)




Search for a keyword(s) or time series ID 

[Home](#) > [Release calendar](#)

Release calendar


[Published releases](#) | [Upcoming releases](#)


484 releases

 RSS feed |  Email alerts |  Add to your calendar (ICS)

Refine results [Clear all](#)

Contains

Published after
Day Month Year 

Published before
Day Month Year 

Deaths registered weekly in England and Wales, provisional: week ending 12 October 2018

23 October 2018 (confirmed)

Young people's earnings progression and geographic mobility, England and Wales: financial year ending 2012 to financial year ending 2016


23 October 2018 (confirmed)


The 21st century mortality files - deaths dataset, England and Wales

23 October 2018 (confirmed)

Deaths registered in England and Wales (series DR): 2017

23 October 2018 (confirmed)




Search... 

Log in | [Join](#) | [Browse Calendar](#)

[Coming up](#) | [Today](#) | [Tomorrow](#) | [Next 7 Days](#) | [Explore](#) | [Food & Drink](#) | [Animals](#) | [Hobbies & Activities](#) | [Life & Living](#) | [Nature & Environment](#) | [Pets](#)

Today is...



Sun Oct 4th, 2020

Vodka Day


Vodka Day is a great time to raise your glasses to one of the world's favourite alcoholic drinks. While vodka is often associated with Russia, and some of the finest and most expensive vodkas in the world come from there...


[Fermented potato juice! »](#)

Explore

[<](#) [October 2020](#) [>](#)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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Find out what else is happening on your special day.
 [Go »](#)

Find out what's going on in...
October 2020

Today is also... [See what else is going on today »](#)

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

House Beautiful

Decorate > Kitchen

27 kitchen island ideas for every space

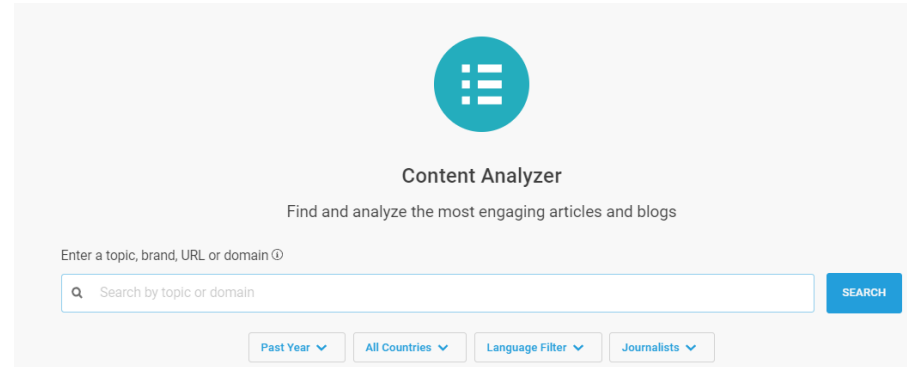
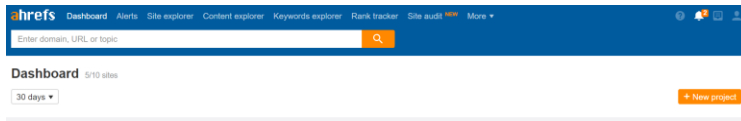


Pound And U.K. Stocks Rise After Reports Of Prime Minister Boris Johnson's Resignation

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

BUILD DETAILED MEDIA LISTS



BUZZSTREAM.

	EBOOKERS - ALTER...	WEBSITES	PEOPLE	LINK MONITORING	DASHBOARD	REPORTS	David W.
Search by Name		Filter	Add People	Outreach	More		
184 people							
	Name	Website	Email	Influence Rating	Most Recent Activity	Email Opens	Last Opened
<input type="checkbox"/>	<input type="checkbox"/> ★ Natalie		natalie.gil@refinery29.uk		Subject: Research: Lon...	11	10/7/2018
<input type="checkbox"/>	<input type="checkbox"/> ★ Elsa-Maria Honecker	le gourmand	elsa.honecker@ccircle...		Relationship stage cha...	10	10/8/2018
<input type="checkbox"/>	<input type="checkbox"/> ★ Catharine Higginson	survivefrance.com	cat@kingswharf.net		Relationship stage cha...	5	10/3/2018
<input type="checkbox"/>	<input type="checkbox"/> ★ DJ Yabis	dream euro trip	djyabis@dreameurotrip...		Relationship stage cha...	3	10/3/2018
<input type="checkbox"/>	<input type="checkbox"/> ★ Penny Walker		penny.walker@telegra...		Subject: Research: Lon...	4	10/3/2018
<input type="checkbox"/>	<input type="checkbox"/> ★ Lisa	The Sun	lisa.minot@the-sun.co.uk		Relationship stage cha...	6	10/3/2018
<input type="checkbox"/>	<input type="checkbox"/> ★ Hannah	The National Student	travel.assistant@thenat...		Relationship stage cha...	2	10/5/2018
<input type="checkbox"/>	<input type="checkbox"/> ★ Jan Willem Veenhof	nederlands dagblad	jveenhof@nd.nl		Relationship stage cha...	5	10/3/2018
<input type="checkbox"/>	<input type="checkbox"/> ★ Theodore	travel daily news	press@traveldailynews....		Relationship stage cha...	3	10/3/2018



A/B TESTING

Run A/B testing on emails

	EBOOKERS - ALTER...	WEBSITES	PEOPLE	LINK MONITORING	DASHBOARD	REPORTS	David W.
<input type="text" value="Search by Name"/> Filter Add People Outreach More							
184 people							
<input type="checkbox"/>	Name	Website	Email	Influence Rating	Most Recent Activity	Email Opens	
<input type="checkbox"/>	★ Natalie		natalie.gil@refinery29.uk		Subject: Research: Lon...	11	
<input type="checkbox"/>	★ Elsa-Maria Honecker	le gourmand	elsa.honecker@ccircle...		Relationship stage cha...	10	10/8/2018
<input type="checkbox"/>	★ Catharine Higginson	survivefrance.com	cat@kingswharf.net		Relationship stage cha...	5	10/3/2018
<input type="checkbox"/>	★ DJ Yabis	dream euro trip	djyabis@dreameurotrip...		Relationship stage cha...	3	10/3/2018
<input type="checkbox"/>	★ Penny Walker		penny.walker@telegra...		Subject: Research: Lon...	4	10/3/2018
<input type="checkbox"/>	★ Lisa	The Sun	lisa.minot@the-sun.co.uk		Relationship stage cha...	6	10/3/2018
<input type="checkbox"/>	★ Hannah	The National Student	travel.assistant@thenat...		Relationship stage cha...	2	10/5/2018
<input type="checkbox"/>	★ Jan Willem Veenhof	nederlands dagblad	jveenhof@nd.nl		Relationship stage cha...	5	10/3/2018
<input type="checkbox"/>	★ Theodore	travel daily news	press@traveldailynews....		Relationship stage cha...	3	10/3/2018



**THE FUTURE OF DIGITAL
PR**

**IS ABOUT MORE THAN
MEASURING LINKS**

FACTORS TO TRACK

- ✓ Number of links
- ✓ Followed/ no followed links (for future learnings)
- ✓ Traffic
- ✓ SEO visibility
- ✓ Conversions/ assisted conversions
- ✓ Sentiment
- ✓ Share of voice
- ✓ Social impact

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



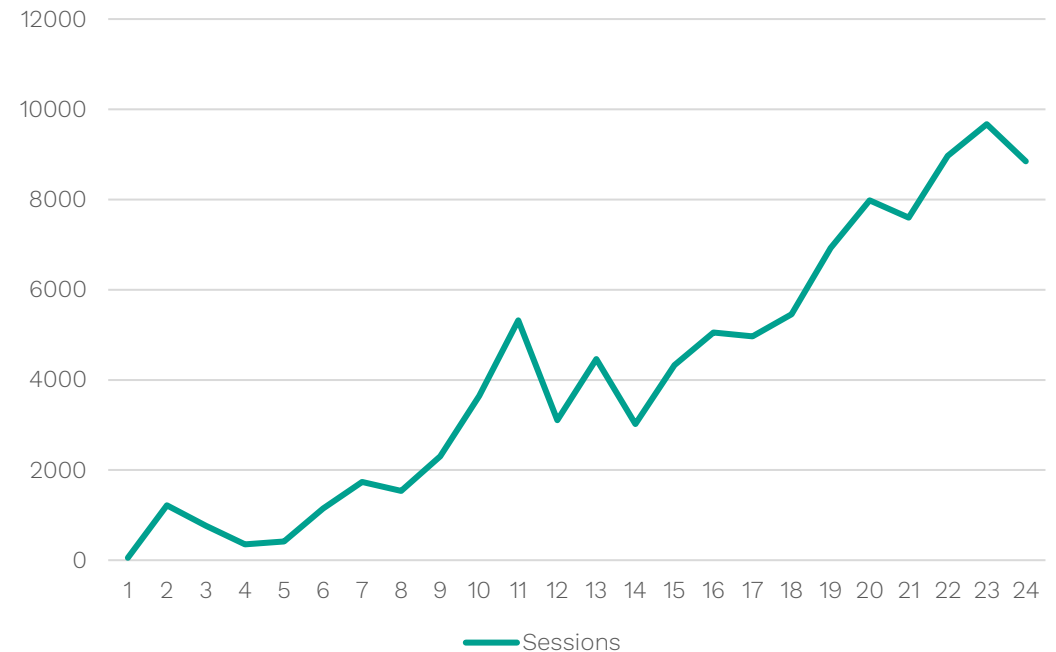
searchmetrics

ahrefs

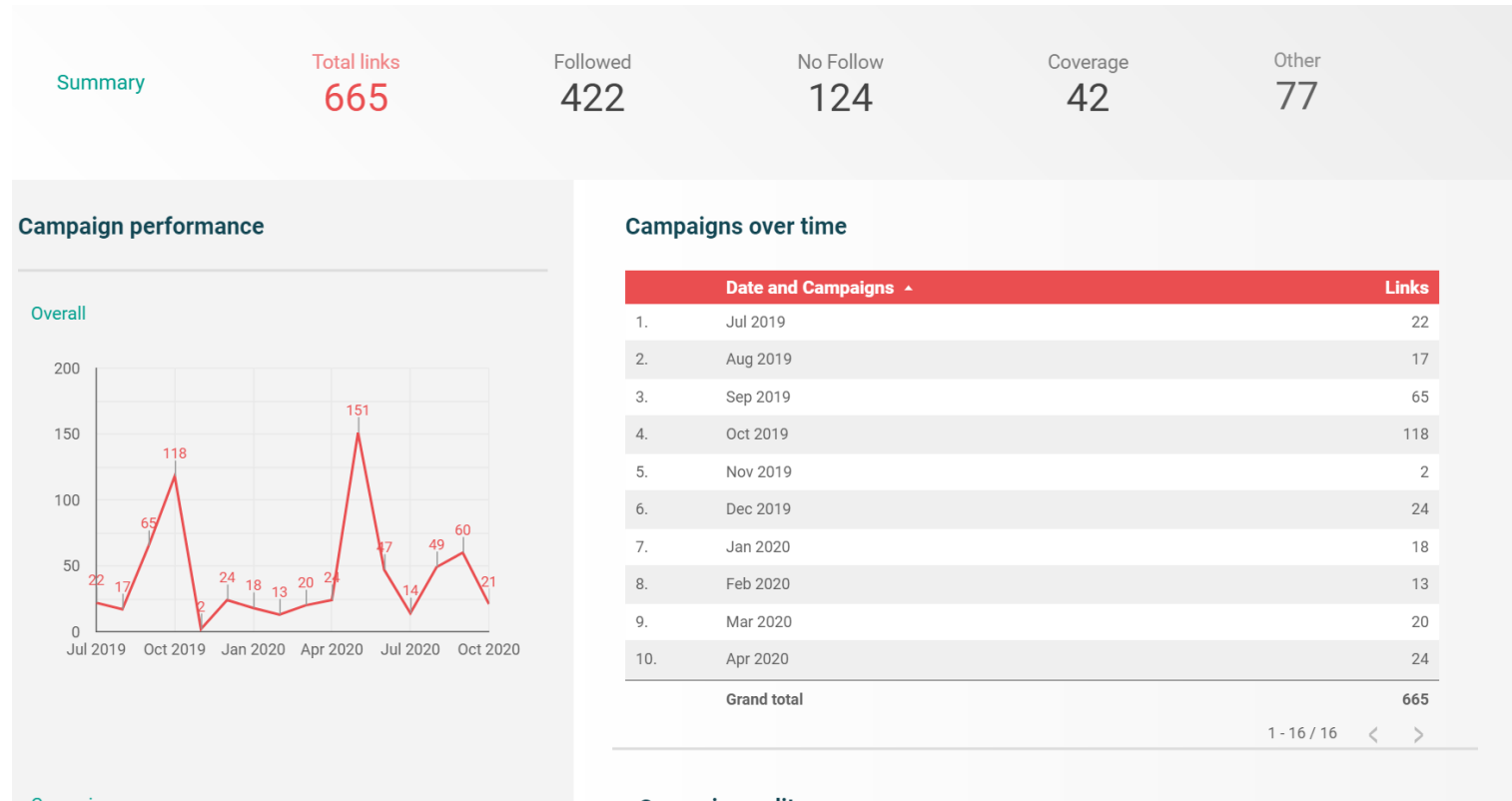
TRAFFIC INCREASES

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.



SET UP DATA STUDIO TO HELP THE BUSINESS SEE THE IMPACT



**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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hello@connective3.com

