



Social PR





www.vertical-leap.uk

What is social PR?

If you search for the term 'social PR', you'll discover a whole range of definitions; but ultimately it's about getting your brand noticed, increasing engagement and driving valuable traffic to your site.

If you think about traditional PR, activities include:

- Writing stories for online distribution
- Building relationships with influencers
- Promoting content to stimulate traffic and brand awareness

Social PR is the same, only online and far easier to measure.

How we define social PR...

To us, social PR simply means:

“Getting your online content read by a growing audience of the right people”

Why do you need it?

Thought-leaders

Enables you to develop relationships with high-profile bloggers and industry thought-leaders



Brand awareness

As your content gets picked up by influencers, it carries your brand to a much wider audience



Web traffic

Increased reach on social media means more people visit your website to read your content



Offline

Relationships develop offline
Eg. Prospects visit your business and influencers are interested in attending your events



Community

Connects you instantly to your local (or wider) community, helping to build trusting relationships



SEO

As more people get to know and trust your content, they link to it which in turn increases your authority with Google

We can tell you about
the benefits but
does it actually work?

Let's take a look at some examples >

Travel agency

Results

- Tourist board RTs to over 220k followers
- 860+ sessions to the site via social referrals
- 51 social-contributed conversions
- Conversions via content up 25% YOY

25% increase in conversions

Objective

Increase social engagement and generate more bookings over the winter period.

Campaign: Winter sun vs winter ski

Content included:

- Blogs
- Magazine spread
- Social media promotion



Industry body

Results

- 576% increase in social media referrals to the company's website
- 36% increase in overall website visits

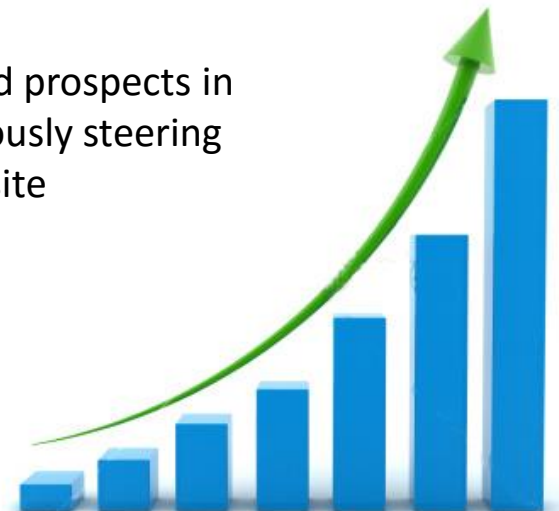
576% increase in social referrals

Objective

Build a loyal audience online and drive more traffic to the company's website.

What we did

- Created a regular supply of thought-leading content
- Produced a social media influencer plan
- Identified and developed relationships with key industry figures
- Engaged influencers and prospects in conversations, continuously steering them towards the website



Recruitment agency

Results

- No. of page views doubled
- 34% increase in average time on page
- Social media reach of 171k
- 10% increase in Facebook Likes in one month
- 116% increase in Twitter followers

85% increase in social media reach

Objective

Boost engagement on social media and drive traffic to content on the website.

What we did

- Created a Facebook-hosted app called Job Tips Advent Calendar
- Produced daily content to ensure momentum
- Built relationships with industry influencers
- Ran a competition to win a CV MOT

YES IT WORKS!



International security company

Results

- 33 % increase in the number of people visiting the stand compared to the previous year
- 30 appointments booked via Twitter

“It was such a successful show!”

Objective

Create awareness on social media about trade shows they were exhibiting at, in order to drive people to the stand and book appointments.

What we did

- Promoted stories relating to the exhibition
- Built relationships with industry influencers
- Targeted prospects who we knew were likely to visit the exhibition
- Ran incentives to encourage people to visit the stand
- Live-tweeted through-out the exhibition



Car retailer

Results

- 437 content views
- Avg time on page a minute longer than rest of site
- 4,015 visits to website via content – best month ever!
- 330 survey responses

“Best month ever
for website visits!”

Objective

To raise brand awareness in the Bristol locality and drive traffic to the website.

What we did

- Created a survey to discover the commuting habits of Bristolians
- Built a network of influencers, including the council, local businesses, cycling, walking and running organisations
- Produced a landing page and press releases
- Promoted on social media



So, how do you
get started?

3-step process

Successful social PR is based on a 3-step process:

1. Work out who your audience is and identify all the places they hang out
2. Join in their conversations (or invite them to join yours) using high-quality content on topics you *know* they are interested in
3. Encourage them to share your content within their social circles, so that you can reach a wider audience

Our approach to social PR

1

IDENTIFY

We identify the ideal audience for you and where they socialise



Tactics include:

- Building influencer lists
- Monitoring what content they interact with
- Tracking which on- and offline events your prospects and influencers attend

2

ENGAGE

We engage them in conversation



Tactics include:

- Sharing their content
- Commenting on their blogs
- Introducing your content into their conversations
- Inviting them to join in your own conversations

3

BUILD

We build your audience and the traffic to your website



Tactics include:

- Regularly sharing relevant content with your audience
- Growing trust and credibility
- Inviting influencers to take part in your events

Get your online content read by more of the *right* people

Our social media specialists are experts at getting your brand noticed, increasing your social media reach and driving valuable traffic to your website.

Discover how we can help *your* brand by contacting us on
0845 123 2753 or info@vertical-leap.uk



www.vertical-leap.uk