

CHARM
OFFENSIVE.

How to Get PR Coverage including:

- + Principles, Processes And Possibilities
- + Visible/Irrelevant Vs Invisible/Relevant
- + Become The De Facto Resource
- + Sector Content Analysis
- + Headline Optimisation
- + Premarketing Process
- + What Can Go Wrong? And How To Put It Right
- + The Content Marketing Checklist



PR

HOW TO GET
PR COVERAGE

Editor's Note

The last issue ran through how we won Symantec as a client. This issue deals with how we got amazing results for Symantec and other clients.

When we pitched our content marketing services, we spoke about the multiple results that we would achieve:

- + PR coverage from relevant publications
- + Increased social media visibility
- + Improved Google visibility for target terms
- + Increased brand awareness
- + Increased traffic
- + Increased conversions

This issue runs through the key process for achieving all of these.

The secret to that is that most of your efforts need to be dedicated to the first element in that list - getting PR coverage from relevant publications.

You only need one BIG publication to cover and link to your content. Once you've done this, other publications will also cover it. People will click the 'share' buttons and it'll get seen across Facebook, LinkedIn and Twitter. When Google indexes the links from these big publications, you are likely to see your positions in Google improve. With this, you will naturally increase awareness, traffic and conversions.

I've been lucky enough to work and achieve great results with some superb clients and talented colleagues.

We nailed down a full process that will ensure you don't waste budget on 'great ideas' that nobody wants. That doesn't help anyone.

Instead, you will know how to develop content that gets coverage in some of the world's largest publications.

Or, if you're not interested in that, this process works just as well for getting coverage in those highly targeted niche titles in your industry.

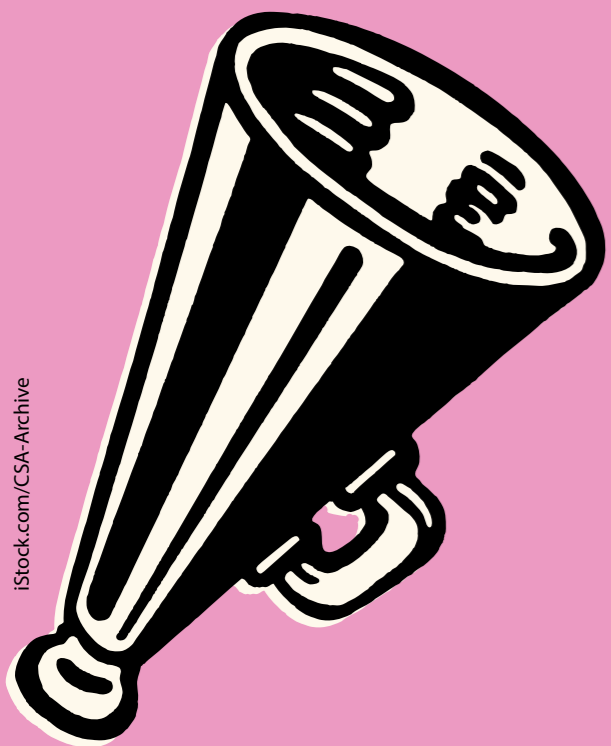
It's an incredibly powerful process that is repeatable and learnable. I hope you enjoy this issue.

If you give this stuff a go, please do email me at jon@charm-offensive.co.uk. I'd love to hear what you are working on, and I'd be happy to answer any questions you might have.

Thank you,

Jon

PUBLISHERS: Charm Offensive
EDITORS: Jon Buchan & Gary Buchan
DESIGN: Louise Carrier



HOW To Get PR Coverage

By Jon Buchan

A lot of content produced by brands...
... Isn't worth the paper it isn't printed on. Do rant on, Jonny, please... OK. I will.

IN-DEPTH BREAKDOWN

Many 'viral' videos built by brands have just a handful of views. Maybe the videos were too clever for consumers? Maybe it's our fault?

They are hundreds of branded iPhone apps developed with gigantic budgets.

Unfortunately, they were apps that nobody once ever wanted, even for a split second. Or the apps were just way ahead of their time. Maybe they're just about to be the new craze that sweeps the nation and I'll look like a complete idiot.

The trusty infographic is no safe haven. The Internet is littered with infographics that are confusing, ugly and of interest to almost nobody.

Most corporate blogs have the authenticity of camouflage and the charisma of a lawnmower. I'd wager most people would prefer to read a blank A4 refill pad.

Content marketing backed by principles and processes will lead to impressive positive PR coverage in highly trafficked publications - both ones you'd expect to appear in and some that will put you in front of entirely new audiences.

Consumers will voluntarily talk about your content and brand on social media platforms in a positive light.

The links generated from the PR coverage and other influencer outreach will deliver direct traffic but also improve your rankings in Google for even the toughest of keywords.

Immersive content will increase dwell time, another variable that will increase your visibility in Google.

Your brand will be seen as innovative and providing useful and exciting content that doesn't annoy but delights.

If that wasn't enough, it can also add new subscribers to your opt-in mailing lists.

The most awesome thing about content...

"Successful content marketing is the only form of marketing that appreciates in value over time without further investment or effort. You will attract new links, PR coverage and social mentions not just on campaign launch but potentially indefinitely."

I will explain every principle and process, and why they're important, but also show how they were used in a real world example. This should help you practise using the key principles and processes when developing your own content marketing plans.

I use a lot of case studies in our "real world results" sections. This isn't a sales pitch; I can just analyse these in more detail. I do use other examples and the inspiration section has a plethora of links to great content from companies the world over.

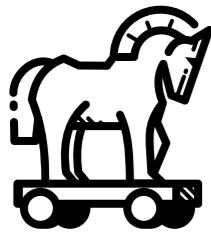
Principles, Processes And Possibilities

What do I bring to the table?

I know the key principles that make people interested in content.

I know the processes that mean you won't waste money on ideas that don't resonate. When you bring these key processes and principles together, and they are strictly adhered to, I guarantee your content marketing efforts will be successful.

"Content marketing has the ability to improve on more success metrics than any other form of marketing."



Don't Create Advertising In Disguise

Creating an infographic that's essentially an advertisement does not make it an infographic. This is the same with any other form of content.

If you're looking for organic coverage and voluntary social shares, you have to dial down the sales pitch. You can create advertisements that dress up as infographics, but to get them seen you have to pay for advertising.

Sales assets and marketing assets are different things with different goals most of the time. There are rare occasions where this isn't true but for now, stop the urge to sell when creating content.

This may seem like obvious advice, but even some of the biggest brands in the world get this wrong.

Don't Go Too Niche

If you sell toasters, don't just create content about toasters, as there is not a gigantic community of toaster fanatics who blog about their collection of toasters and have meet-ups and all that stuff.

I haven't bothered to check the statement above because if I'm wrong on that, then what else am I wrong about? Potentially absolutely fucking everything.

Think a little further...

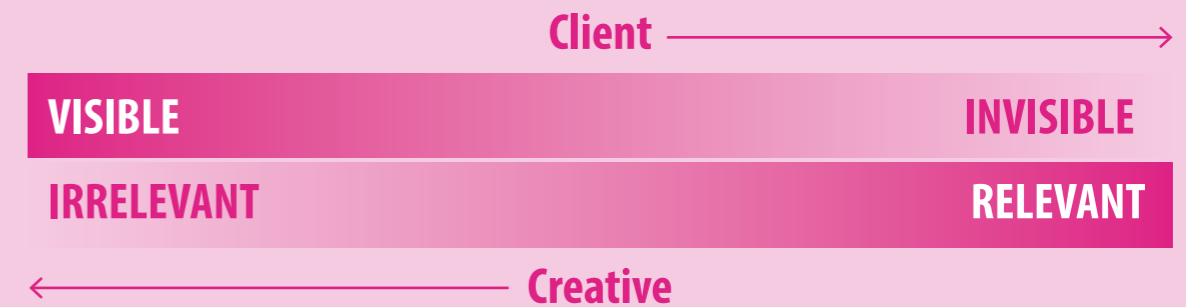
- + How does the toaster interact with a consumer's life?

Breakfast - Leads onto food. Recipes. Fairly big community there.

Daily Routine - Leads onto a whole wealth of topics within this area. Lots of content opportunities. Lots of partnership opportunities. Lots of social opportunities. I guess there is a satirical campaign about toasters becoming really cool, fashionable items that could be funny. I don't have a toaster client yet though. Yet.



Visible/Irrelevant Vs Invisible/Relevant



Which extreme would you pick?

1. To be invisible to your audience - seen by nobody - but the creative is completely on brand.
2. To be visible to a your audience and others - but the creative doesn't adhere to brand guidelines.

The goal is exposure and sales.

You know the right answer. Being invisible makes being noticed impossible. Luckily, we don't have to pick one extreme or another.

My Rule of Thumb
I always think, "Would I share this content on Facebook or Twitter if someone else had made it?"

If the answer to that question is "no" then ...alarm bells should sound. Not literally. If you do hear alarm bells you should probably stop reading this issue of the zine and see if there's a real emergency. It's probably just someone's burglar or car alarm that you can ignore.

Compromise is OK

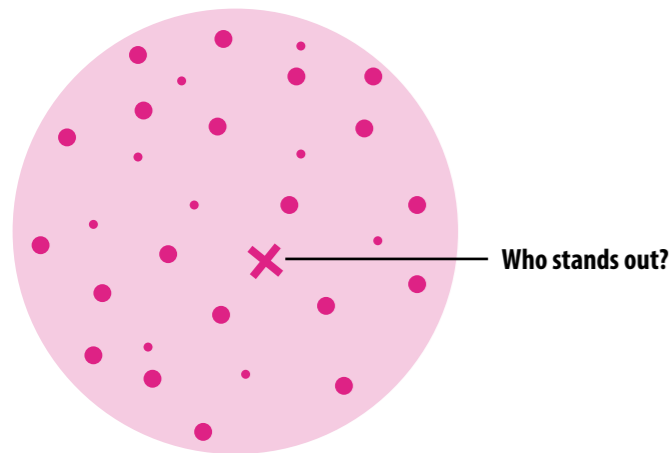
Meet in the middle with your agency or team. Not everyone can be as daring as Paddy Power or Brewdog. Just try doing something a bit different to what you've been doing since forever.

You may even have fun. Remember fun? I have news for you. It still exists AND you work in marketing, which means you're even allowed some fun time at work unless your employment contract specifically bans fun. If it does then you work somewhere really fucking strange and you should leave now and never go back.

iStock.com/subjug

Stand Out And Be Shared

The brain recognises patterns.



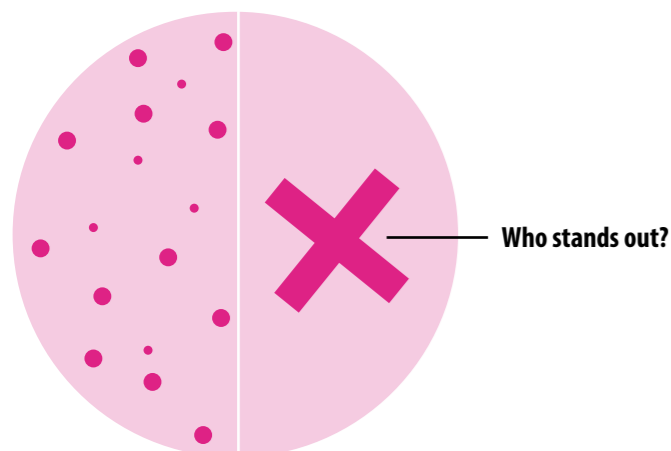
Which one will you remember?

The one that stands out, of course. The same applies with content. People are bombarded with it every day.

If you don't get seen, then what's the point? Be daring. Don't blend in. Stand out. Be the X. Then people will take notice.

Your Goal

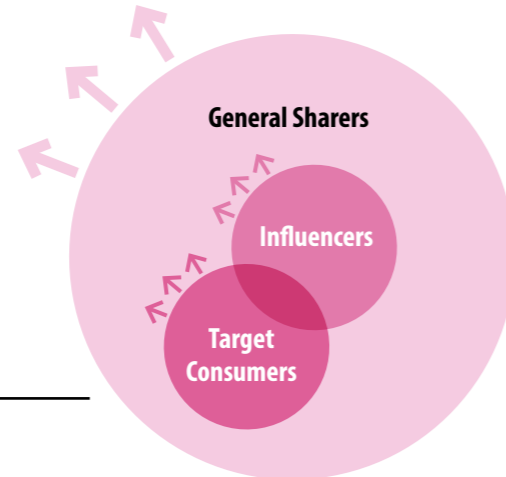
If you don't get noticed, you've failed at the first hurdle.



These diagrams are based on sketches from Dave Trott's series "The Art of Persuasion" which are available on YouTube for free. His expertise is television advertising, but the same rules apply to content. Consumers are inundated with both. Those who stand out - stand a chance. I know this paragraph isn't subtle, but we hope it gets the message across.

Increase Your Reach

Try to create content that interests a variety of different people.



As this large circle grows, so do the two smaller ones. Therefore, the more shares we gain overall, the more target customers we reach.

Interest Groups

When creating content, think about how to reach multiple interest groups. It gives you potential journalists and other key influencers to get in touch with.

One of my agency's core rules was not to go too niche. This is not the polar opposite of that, but one way of getting featured in publications that would never have featured your brand before. This gives you the opportunity to be seen by new audiences and new potential customers.

Solve Customer Problems

I don't mean solving their personal problems one by one. Unless they're your friends, they may find it a little creepy and you may have absolutely no idea how to get Brian back with his girlfriend. It's possible you may even make the situation worse.

What Do I Mean?

You should find out the biggest issues in your sector. What makes their workday hard? Can you offer any advice? Even the most stringent brand guidelines allow this hook to work. Create content that helps your customers and prospects.

Real Life Example

A company called **Simply Business** sell small business indemnity insurance. They created guides for small businesses. Not about insurance though.

They created the small business guide to Twitter, the small business guide to Google analytics, the small business guide to blogging and many more.



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What Did It Do For Them?

The guides were so good they got links from countless authority sites.

They rank 2nd for “small business insurance”, 3rd for “small business indemnity insurance” and 1st for “public liability insurance” because of these efforts.

The competition they face is tough. They’re up against brands like Compare The Market, Money Supermarket, AXA, Hiscox and GoCompare. They’re a small company in comparison, but more than hold their own in the search rankings. Why?

They provided something useful to their customers. The guides were of such quality that other journalists, bloggers and social media users linked to and shared them. No doubt they had a very clear outreach process too.

- + How can you help your customers with something other than what you already help them with?
- + What problems are they facing?
- + What can you create that would be a nice free value-add for customers and something journalists and bloggers would talk about?

Monitor The News Cycle

BREAKING NEWS Journalists like writing about the news. ***BREAKING NEWS***

PR agencies look at a range of newspapers every day to see where their clients fit into the news cycle and get coverage.

Ask yourself what are the contentious issues? What are people talking about? What divides opinion?

This is not a bad idea for anyone in content marketing either. You may not connect the dots even once every few months, but if you do, you

may have created some great coverage and links out of nowhere.

Just don’t try and shoehorn this process as it won’t work and it’s awkward for everyone. People who don’t work in your sector need to understand the connection immediately. It should be clever or at least funny.

If you’re thinking, “this sounds really difficult. We’re going to struggle with this one...”

Maybe, but PR agencies are doing this successfully every day so, either they’re hiring the best brains the world has to offer or it’s a skill that you can improve with practice. I suspect most of my good friends in the PR industry will tell you it’s the latter.

Real Life Example

London property prices are a perennial news story. My agency created a graphic that showed how prices had risen since 1995 using land registry data. It showed current average property prices as well as the percentage increase since 1995 by borough.



Cross Referencing Data Sources

We:

- 1) Cross-referenced data on new residential builds started
- 2) Added an affordability index.

This created an infographic that journalists could publish and use to write stories on the trends within the data.

IN-DEPTH BREAKDOWN

Splicing The Infographic



In addition, we offered local newspapers just the data relevant to them. This meant they could write stories that would interest their local audience.

Key Results

Coverage was acquired in a diverse range of places such as Times Online, London Loves Business and Occupy London, as well as a wealth of smaller London borough newspapers.

Make The Difficult Digestible

This is similar to “Be Helpful” but more specific.

Some topics might be interesting to a much wider audience if they were just made accessible.

There’s a book called “The Science of Persuasion” by Dr. Robert Cialdini. It’s a fascinating book but a bit of a long read. I only know about it because of my personal interest in the topic.

There are **6 key principles of persuasion**. 6 ethical ways that enable you to get more people to say ‘yes’ to your reasonable requests.

That’s useful to sales people, marketers, and well, just about everyone who wants something.

With Robert’s permission, my agency created a simple illustrated infographic for our client. Using our key processes, we convinced journalists to publish our infographic entitled “How to Influence and Persuade” using the very tactics mentioned on the infographic. We achieved coverage with links on highly authoritative sites such as Yahoo.

com, DesignTaxi.com, LifeHack, Alltop.com, Entrepreneur.com, Hubspot.com and countless other highly trafficked websites.

The infographic acquires new PR coverage and links organically every week. No further effort or outreach is required, meaning this asset appreciates in effectiveness and value over time.

What Can We Learn?

What’s also interesting is I don’t think it would have gotten nearly as much coverage if it were just some generic graphic.

Dr. Cialdini is the Professor of Psychology for Arizona State University. He is considered an authority in his niche. **Authority** is one of the 6 principles of persuasion so no doubt that helped too.



This was a really fun one, but the human mind is fascinating, and everyone has one. Learning its quirks and how to better interact with people will always be interesting.

- + Is there anything you can do in this area that would be relevant to your brand and useful to your customers?
- + If not, is there some other enormous topic, inaccessible to the masses, that could be broken down and made easy to understand?
- + Would this content make an easy news day for journalists?

Win The Beauty Contest

Symantec approached my agency about wanting to be seen as thought leaders in the BYOD (Bring Your Own Device) space. This is where corporations allow staff to use their personal phones for work purposes, but it comes with security risks. Companies like Symantec have software that mitigates these risks.

We looked on LinkedIn and their target audience were struggling to create Bring Your Own Device Policies. It doesn't sound like a fun task.

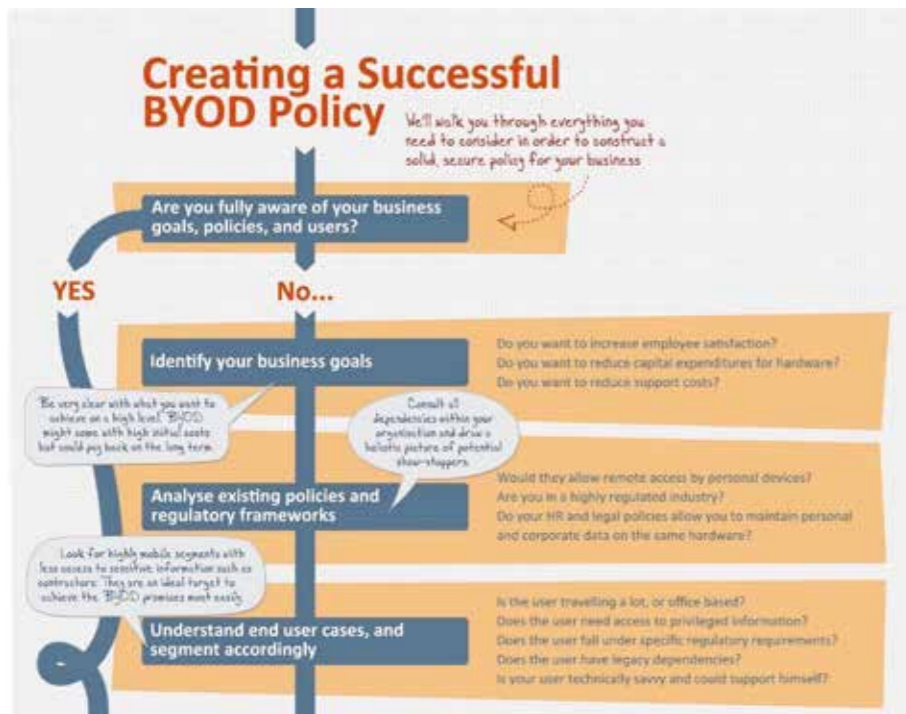
When we Googled the term, there were already tons of giant white papers and long-winded blog posts on how to create BYOD Policies.

But nobody had made something socially shareable and understandable.

We interviewed Symantec's expert on the subject and then created a succinct, to-the-point, easy-to-follow infographic.

Nobody had thought the IT managers would appreciate not having to try and digest enormous documents and then somehow create a unique policy that has serious security implications.

Beating Existing Content



We solved a problem. Sometimes being helpful involves changing the design, and being visually impressive, or at least less intimidating.

The key principle that matters is that you serve your audience and community with something that improves on what's already there.



Become The De Facto Resource

The Right Move Property Price Index (and now the Zoopla Price Index) are quoted in the press all the time as journalists use their data as a resource to write stories.

Other examples include The Economist Big Mac Index, OECD Better Life Index and other definitive resources. The Retail Price Index is another.

These are game changers if you can think of a new one.

- + What can you create that journalists can use to write stories?
- + Do you have data that can be released or turned into an interactive tool?

I've always wanted to do something where we cross-reference house prices, inflation and interest rates with the rising price of the much maligned "Freddo" chocolate 'bar'. Alas, no client has gone for it yet. It would get enormous amounts of coverage because it's irreverent, absurd and if you search on Twitter, you'll notice the price of a Freddo is still something that angers the nation. Unfortunately, estate agents don't want to be associated with something a little silly. Heaven forbid they appear funny... Please take this idea and run with it.

Keep Testing New Forms

Being visually impressive is important but you can and should take it further.

A few examples include:

- + interactive timelines
- + animations
- + useful tools
- + data visualisations
- + Google Maps mashups
- + quizzes
- + animations
- + videos, games
- + infographics
- + podcasts
- + even white papers have their place

You can still abide by my principles with all of these. Some will be harder than others to push. However, you have to consider your niche.

Maybe your sector doesn't need or want an interactive data visualisation that transitions with slick animations. Perhaps a well-designed white paper and some infographics is a better fit. There is no one silver bullet.

Bells and whistles don't guarantee success but they can help get coverage from journalists.

This leads onto our next section that details the process for success!

Sector Content Analysis

The first stage is to find your top competitors and publications in your sector.

You can find out which content in your sector has the most shares on Twitter, Facebook, LinkedIn and Pinterest - and which pieces of content have the most links.

Sort this data in various ways and, with some analysis, you can see what the public share and what's of no interest at all. You can generate rules of thumb for devising your own ideas.

There are tools such as URL Profiler, Social Crawltyics, MajesticSEO and others that make this process easier.

Brainstorm

You need some kind of brief such as a product or category that needs promotion or an upcoming event that is relevant to you.

- + Do you have data that can be used to create compelling content?
- + Look at all of the principles above and the examples.
- + Put that next to the sector content analysis.
- + Now shout lots of ideas out until something good comes out.
- + Anything goes. All ideas go on the board.
- + It has to be someone's job to decide what's good, what's do-able within brand guidelines. It's likely to be someone who who has a genuine passion for your sector and its future. Hopefully you can find one of those.

Towards the end of this article is a page filled with links to fantastic content pieces in a diverse array of formats in a variety of sectors.

I hope it helps. The addition of alcohol can help or hinder. Some of my agency's best ideas have been after several beers.

The Dull Sector Excuse

Some of you may be thinking, **"Our product isn't sexy. There's nothing interesting to talk about."**

If your business manufactures spanners, then the following topics and rants are relevant to your sector:

- + DIY
- + Home Improvements
- + The Construction Industry
- + The Job Market For Tradesmen
- + Gender Roles
- + HEALTH AND SAFETY REGULATIONS HAVE GONE MAD!!!
- + "These Damn Young Kids Can't Fix Anything These Days"

There are journalists writing about all of these topics. Even the one I added as a joke. If you Google "kids can't fix anything these days" the top story is one in the Telegraph. You need to collect names and contact details for as many of these as possible.

Some of this needs to be done manually but I recommend using a journalist database such as PRNewswire Agility or Gorkana to provide a greater number of overall journalists.

You can prioritise influential sites using services like MajesticSEO and OpenSiteExplorer. This shows how important a site is to Google. Often it is a wise idea to spend more time reaching out to the more influential sites and journalists as they're inundated with people wanting something from them.

Don't skimp on this research. It takes time but it's always going to be useful as long as you want to run content marketing campaigns.

Key Expert And Influencer Research

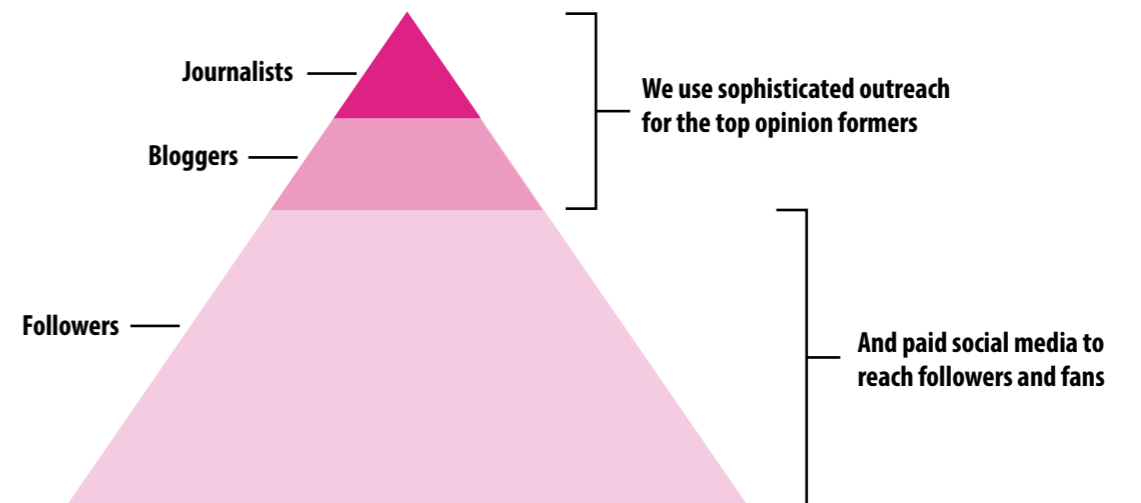
The **Sector Content Analysis** will help with this.

Your PR department or agency may have existing relationships. However, these can be expanded upon.

As stated earlier, you may be in one of those niches that aren't of huge interest to the journalists and bloggers of this world. If so, you just have to be a bit more creative and clever. You have to think a little bit more. I'm so sorry.

For example, if your company sells tiles, then interior design and home improvement journalists are the ones to research.

If you get these influential people to talk about and link to your content, their audiences will see it too. This means we don't have to spend budget on paid social media advertising. It has its place, but great content doesn't need a huge ad spend.



Headline Optimisation

Premarketing Process

A good headline can determine the entire success of a piece. I recommend writing 50 headlines for each content project and then deciding on the best.

The best book on headlines is called “**Tested Advertising Techniques**” by John Caples. It was written in the 30s and is still highly relevant today.

I’ll try and distil down that entire book for you.

The key principles:

1. **Self Interest**
(Don’t try content marketing before you read these free tips!)
2. **News**
(The first no bullshit guide to content marketing is out NOW!)
3. **Curiosity**
(Ever wondered the secrets behind successful content marketing?)
4. **Easy/Quick**
(Skip the filler. Follow these key principles and you’ll be an expert content marketer in no time!)

John Caples suggested that if you can sneak 2 of these principles into your headline you’re onto a winner. I’ve managed 3 or 4 before. I bet you’re really impressed right now. Right?

Optimising For Google

It’s also important you think about how you optimise the meta data. In our “Create BYOD Policy” example, we ensured the title tag read, “Creating a Successful BYOD Policy”.

To this day, Symantec ranks number one in Google for “Create BYOD Policy”. This may not always be plausible, but when it is, could lead to you ranking for highly relevant search terms that deliver qualified traffic.

You have your journalists.

You now need to pick a few of the content ideas - someone has to make the judgement call. As I say, there should be someone who is on the pulse, motivated, thinks to the future... That person is a good choice. If not have a vote. Make a decision and sketch the top 3 ideas out - these don’t need to be works of art.

What we’re going to do is ask these journalists if our ideas are any good, and get buy-in before we spend any of our marketing budget.

I hope you already had paper and a pen for the sketches, but if not, I’m confident they’ll come in handy. Someone is gonna need paper and a pen at some point. Surely? Anyway...

Don’t go contacting journalists just yet as on the next page we’ll tell you how to actually get a response that is quite pivotal to our content marketing ambitions.

Getting Journalists Curious

Journalists are inundated with brands and corporations and charities and anyone who needs exposure, phoning, emailing and tweeting them. Some of the lower end journalists will be easier but we want to get responses from as many as possible.

Outreach Time

The subject line should sound urgent but vague.

Write an email. Be polite. Be upfront. Be over-the-top honest about what you want - their opinion on your ideas and sketches. Greet them with their first name if possible. You see how I’ve written this book and how it ignores any rules of how business books should be written? That works for me. It doesn’t need to be exactly the same but write like you’re writing to another human. Don’t be overly familiar but don’t put them on a pedestal or feel you have to impress them. Make your email enjoyable

Mailing List

The same goes for your mailing list. Hopefully the person in charge of your email marketing just agrees your content piece should dominate that next mail shoot. If they don’t, then they’re not a team player and you should maturely deal with the situation. You shouldn’t play childish practical jokes on them or try to get them fired or anything like that. That would be wrong.

Paid Social Seeding

Paid social seeding should be the icing on the cake. If you have a large budget for paid advertising on Twitter, Facebook and other social networks, that’s fantastic. Spend it wisely.

However, I really don’t like giving money to Google or Twitter or Facebook and much prefer organic coverage and exposure, because the content we’ve created is exceptional and we know how to get the attention of journalists.

I’d prefer that budget to go into the production of content.

If you have budget, the networks themselves will help you get your campaigns running. There is a whole art and science to running these campaigns. That’s a whole other article though!

to read. Most of their emails are near-identical and get deleted. Stand out and you’ll stay in their inbox and you may even get a response. Success!

Is this too vague? Contact me and I’ll try to nudge you in the right direction.

If the journalists and other influencers don’t like the ideas - then it’s back to the drawing board. No point wasting time and resource on ideas nobody cares about. Sorry. If the idea resonates, you’re onto a winner. Keep building that rapport.

It’s Time

Finally, it’s time to start creating your content piece.

Now you see why so many content pieces fail?!

It’s because marketers just dive right in, limbs first, without even reading this article that now exists. Can you believe that?



Social Networks

I’m not going to spend a massive amount of time on this but it wouldn’t be a terrible idea to seed your content across all of your social media platforms.

I know. This is obvious stuff, but it’s taken me 15 seconds to write this. This is more for my peace of mind than anything. I couldn’t write this entire guide and then not be sure you’re promoting your own content across your own social channels.

I doubt many of you needed to read this, but you never know. Better safe than sorry.

What Can Go Wrong?

This isn't an extensive list, but some of the common issues you may encounter.

Problem

Journalists who previously loved your idea vanish off the face of the earth. They can get too busy or change their mind - a better story may come along.

Solution

Persistence breeds success. Contact a vast array of journalists and bloggers to minimise this issue.

Problem

You may still produce something that looks like crap.

Solution

Get lots of opinions from different people. This includes your key influencers. Ask for totally honest feedback. Don't skimp on design.

Problem

If you produce something interactive, it may be difficult to use.

Solution

Have as many people test your interactive piece as possible, including your key influencers.

Problem

Key influencers never respond to our emails.

Solution

Review the copy. Review your subject line. Read "The Science of Persuasion." Read "Tested Advertising Techniques." Read "Words That Work." The "The All In One Template Pack" available via: charm-offensive.co.uk/subscription has a template for contacting journalists.

In addition, use other methods to get cut-through. Contact them on social media. Pick up the phone and call them! Send them a letter in the post!



Content Inspiration

... and why these pieces worked...

The Evolution of Office Design – Morgan Lovell

A less-than-exciting topic made beautiful and interesting to anyone who works in an office.

A Game of Social Thrones – Hootsuite

Explaining a concept using a concept people are familiar with. It's novel. Perhaps risky though - movie networks can be very litigious.

The Vocal Ranges of the World's Greatest Singers – Concert Hotels

This is inherently interesting. It uses curiosity. "Who has the highest vocal range?" people will ask themselves before clicking.

iPhone Users Have More Sex – OkCupid

This blog post managed to combine sex and smart phones and be contentious. It's hard to find a publication that didn't cover it!

Will It Blend? – Blendtec

A blender company has over 273,704,881 views on YouTube. Check it out for yourself.

Giant Russian Investigation Timeline – PBS

This is highly topical. This is doubtless going to be shared with those who are not big fans of Trump. That's a big group.

Interactive Map: Southern California Fires – San Francisco Chronicle

Highly topical. And a genuinely useful resource for those who live in Southern California.

Avengers: Infinity War – Ten years in the making – CNN.com

HUGE fanbase. Beautifully designed page. Hardcore fans will share it and perhaps even argue over the accuracy, as hardcore fans do.



The Content Marketing Checklist

Demands

- Resist the urge to hard sell
- Don't go too niche. Find a topic that's relevant to your business that people talk about. Increase your reach.
- Don't blend in. **STAND OUT.**

Principles

- Solve problems
- Monitor the news cycle
- Make the difficult digestible
- Win the beauty contest
- Become the de facto resource

Process

- Sector content analysis
- Brainstorming
- Influencer research
- Headline optimisation
- Persuasive premarketing
- If premarketing gets positive results, begin creating content.
- Once built, tell the world
- Tell journalists the content is live
- Promote across own social channels & mailing list
- Perhaps even promote it on your site or blog
- Promote using paid social media advertising





Reporting: Every Metric Matters

Before Promotion

- Ensure you add social media seeding buttons to whatever content you create.
- Add Google Analytics tracking to your content piece.

After every project, you should report on:

- PR coverage acquired
- Number of new relationships with journalists developed
- Links generated from PR coverage and blogger outreach
- Strength of links generated
- Overall reach on Twitter - use Tweetreach.com to generate reports
- Increase in social following
- Any additional links generated due to the campaign
- Increase in newsletter subscribers
- Increase in referral traffic to the site
- Increase in social traffic to the site
- Increase in organic search traffic
- Improvement in Google rankings
- Any additional leads or enquires that may have come from this activity
- Any positive comments that have been left wherever your content is posted, or on social media. Get screenshots to show off the positive sentiment.

LIKE THE DESIGN OF THIS SEXY ZINE?

Want your lead magnets, ebooks, and printed newsletters to be as beautiful as this publication?

"Yeah I guess so m8," I hear you scream!

Well I have good news for you.

I know who made them. It was one of the nicest people I've ever met, Louise Carrier.

She is responsible for making this newsletter so sexy and easy... (to read, pervert!)

I implore you to stop what you are doing and email her at louise@louisecarrier.co.uk immediately, begging her for the opportunity to work together.

Do it!



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