

5 Reasons every digital-first brand needs a Digital PR strategy in 2023



Laura Bamford



@ljbamford

1st December 2022

Agenda

1. Who am I?
2. What is digital PR?
3. Five reasons every digital-first brand needs a Digital PR strategy in 2023

- Build brand awareness
- Increases search engine visibility
- Gain organic referral traffic
- Drives engagement & builds trust points
- Contributes towards boosting new leads



Who am I?

Laura Bamford



Quick intro...

- Digital PR Manager at Semetrical
- Joined the agency in May 2022
- Over 6 years experience in B2C & B2B agency PR
- Worked with clients across various industries including food & drink, travel & tourism, fashion, fitness, automotive, tech, SaaS, property & gardening
- Shortlisted for CIPR PRide Midlands Awards' Outstanding Young Communicator in 2019





What is Digital PR?

“Digital PR is a strategy used to **increase awareness** of your **brand** using **online** methods.”

-Digital Marketing Institute, Sep 2022

In a nutshell...

Our aim is to produce **creative & engaging audience-focused content that will be used in relevant & authoritative media.**

- ✓ Top tens and listicles
- ✓ Expert comment
- ✓ How to articles
- ✓ Picture-led stories
- ✓ Data reveal & visualisation assets
- ✓ Original research – report, indexes, whitepapers etc.

The background features a vibrant color gradient from teal on the left to yellow on the right. Large, semi-transparent geometric shapes are overlaid: a thick diagonal bar in the top-left, a large circle in the center-right, a thick 'X' shape in the bottom-right, and a large triangle in the bottom-left.

**So...why does
it matter?**

1. Brand awareness

Media websites are some of the most frequently visited on the internet...

{	BBC.co.uk - ~ 637m visits per month	}
{	DailyMail.co.uk - ~ 370m visits per month	}
{	T3.com - ~ 5.8m visits per month	}
{	Tech Radar - ~ 3.2m visits per month	}
{	HR News - ~ 48.1k visits per month	}
{	The Caterer - ~ 270k visits per month	}

General news

Industry / consumer news (tech)

Trade / business news



Opportunities to get your brand seen by
THOUSANDS of new people and potential
customers!

What it looks like...



DON'T PACK IT Warning as common items including **CHEWING GUM** could land you in jail if found in your luggage – where you'll get caught

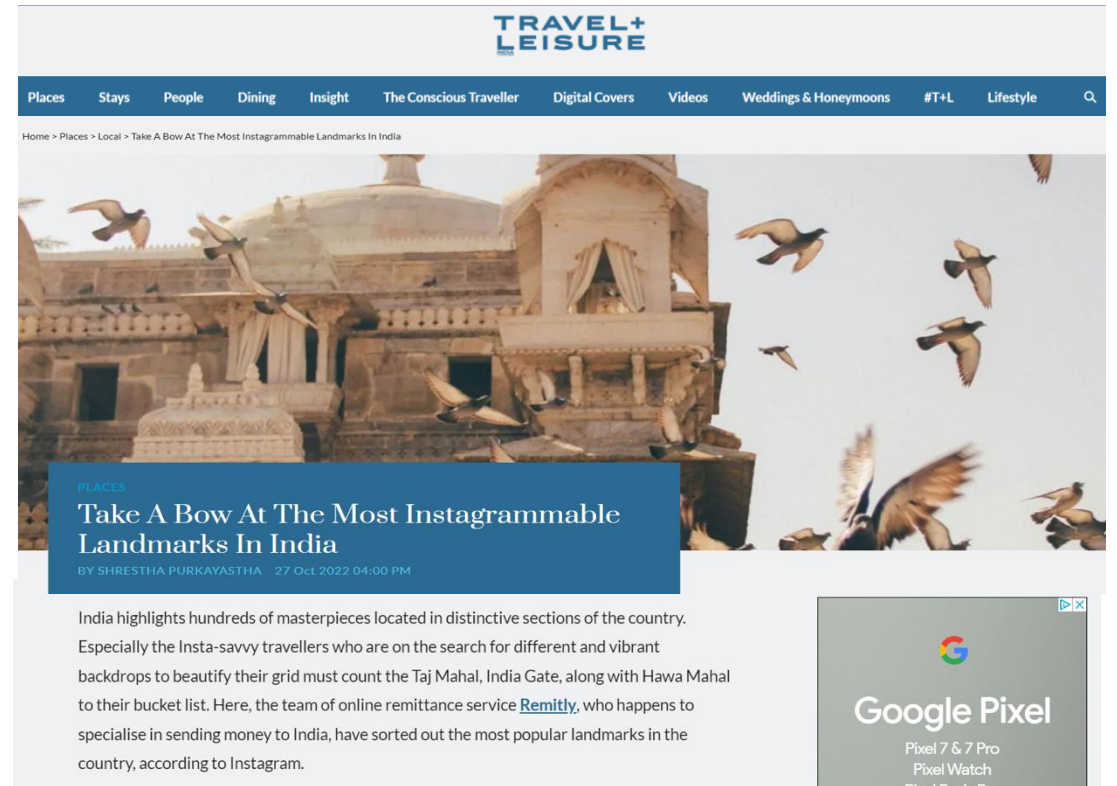
Georgia Anderson

Published: 10:15, 12 Nov 2022 | Updated: 19:17, 12 Nov 2022

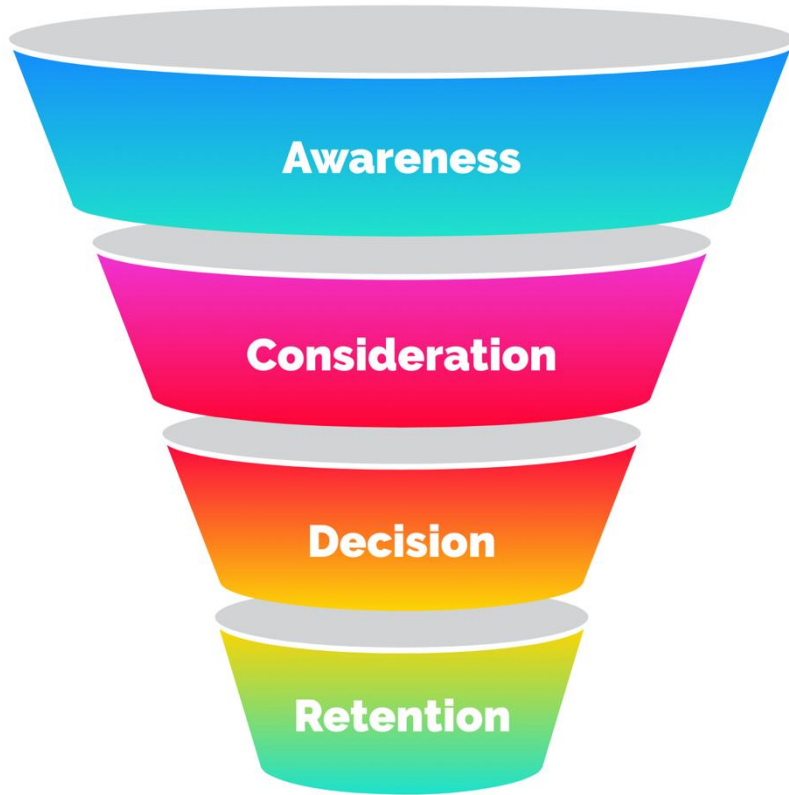


HOLIDAY-GOERS could land themselves in jail if they bring some everyday items into popular holiday destinations - including vapes, chewing gum and baby walkers.

International property group [Your Overseas Home](#) are urging Brits to check their [luggage](#) before jetting off on their [winter holiday](#).



Digital PR



TOP OF THE FUNNEL

Grow a qualified audience by introducing your expertise and your perspective.

MIDDLE OF THE FUNNEL

Build a relationship with prospective customers with deep dive content that introduces your offering at key

BOTTOM OF THE FUNNEL

Convert leads into customers with targeted info on your offering.

Earn customer loyalty with targeted info on your offering.




2. Search engine visibility



Digital PR helps increase
your visibility in search
engines by gaining quality
links back to high-priority
landing pages

- **Backlinks** = a signal to Google that another **reputable resource** finds your content valuable enough to link to it within their own content.
- The more **“votes” of confidence** you have, the higher your site will rank in Google for key search terms e.g. your brand name or product/service offering.

 Safety and Health Practitioner

Stop talking about safety culture and start influencing

Langdon Dement is a Global EHS Advisor at Evotix. He specializes in general health and safety, change management with leadership, and ergonomics. while working...

1 month ago




 For Construction Pros

How to Manage the Risks of Drowsy Driving on the Job

Evotix. When workers are travelling between multiple locations and jobsites, it can be challenging to manage health and safety effectively.

3 weeks ago



 BDC Magazine

Warning: The consequences of EHS negligence in construction

In this article Joe Harmon, Chief Product Owner at Evotix, a leader in EHS software solutions, outlines the importance of keeping construction workers safe,...

1 week ago



The keyword **'construction ehs software'** linking to Evotix's construction URL has seen a **36-place ranking jump to position one in the UK.**

And in the US this keyword has seen a **37-place increase to position five.**

Quality

+

Quantity

=

Success

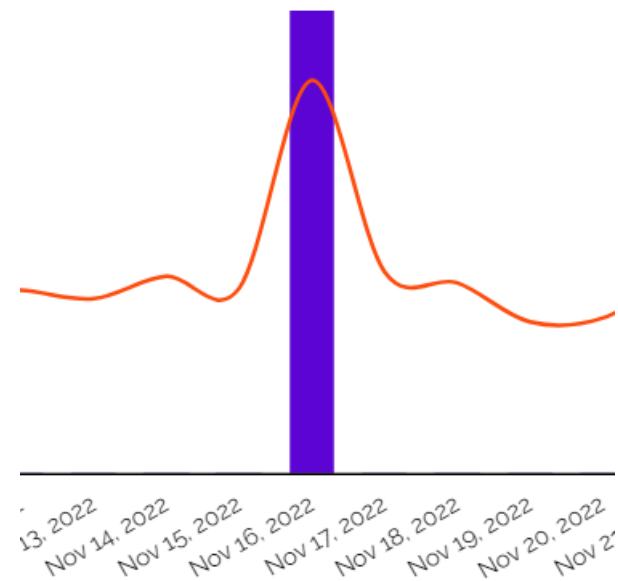


3. Increase organic traffic

The links we earn are from **targeted media outlets** that have been selected because they're a part of your audiences' lives and online activity.

This means they're **naturally inclined to engage** with the content, click the links, and want to know more...

Source ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
2. msn.com	63.94% ▲ 1,541 vs 940	64.74% ▲ 1,308 vs 794	61.75% ▲ 1,852 vs 1,145
Nov 10, 2022 - Nov 14, 2022	174 (11.26%)	174 (13.30%)	175 (9.45%)
Nov 5, 2022 - Nov 9, 2022	0 (0.00%)	0 (0.00%)	0 (0.00%)
% Change	∞%	∞%	∞%
3. mirror.co.uk			
Nov 10, 2022 - Nov 14, 2022	98 (6.34%)	97 (7.42%)	100 (5.40%)
Nov 5, 2022 - Nov 9, 2022	0 (0.00%)	0 (0.00%)	0 (0.00%)



4. Build trust & establish authority





63% of customers say
that a company's
reputation impacts
their decisions*

With potential customers...

Publishing high-quality PR stories on relevant and authoritative sites will improve a brand's reputation by showcasing them as a credible source of information



Journalists often start coming to us, asking for our client's thoughts and expertise on different subject matters and topics



Readers and potential customers know that you're a trusted and established authority in the industry

With Google...

- > Google wants to provide its users with the best possible search results – its success depends on it
- > To perform well in SERPs (Search Engine Results Pages), domains must have a certain level of trust. There isn't a magic button to press for this; it must be earned over time

How does Google measure a website's trustworthiness?

- People are searching for your brand or domain name (brand awareness)
- Your site mentions trusted websites (good content strategy)
- People are visiting your website directly (organic traffic)
- Your site links to—and is linked from—trusted websites (backlinks!!)



**A SOLID DIGITAL PR AND CONTENT
STRATEGY**

5. Supports lead generation

Supports lead generation...

Over time, a **consistent**
Digital PR **strategy** can help
generate new **leads, sales**
and overall **business**

Thank you!

Feel free to get in touch if you have any questions:

lb@semetrical.com

 **@ljbamford**