

PRIDE AWARDS 2016



Category: Integrated Campaign

Company: Outwrite PR

Entry title: Securing a hot reputation

Brief and objectives:

Jackson Fire & Security specialises in fire and security solutions. Outwrite was tasked with enhancing the firm's profile and reputation in and around the head office in North Wales. Outwrite PR worked closely with Jackson Fire & Security's marketing manager to devise and implement an integrated PR campaign.

The SMART objectives:

Media relations:

- Achieve an average of four pieces of regional editorial coverage per month
- Attract 10 links back to the site (domain authority of more than 35).

Search:

- Average more than 500 brand-related searches per month
- Increase web traffic by 50 per cent (Due to there being no historic Google data, we decided to compare the final three months of the campaign to the first three months).

Social:

- Increase Twitter impressions by 200 per cent compared to the previous six months
- Increase traffic to the website via all social media by 100 per cent (final three months vs first three months).

Email:

- Increase click-thru rate by 500 per cent.

Website:

- News, case studies and expert blog articles to make up 20 spots of top 50 most visited pages on the site.

Research, planning and strategy:

The main business goal was clear: grow sales in the North Wales and Chester region.

There were three main areas to our research:

1. We interviewed members of staff at Jackson Fire & Security, ranging from the directors, to engineers, to office support staff.

This allowed us to get under the skin of the organisation, as well as find out useful information such as:

- Most popular questions asked by clients
 - Most common client issues
 - Most, and least, popular service(s).
2. We asked businesses in the region:
 - How they take care of their fire and security solutions
 - If they had heard of Jackson Fire & Security, and if so, what their perception was
 3. Keyword research to assist with SEO, as well as identify other topics and discussion points for the fire and security industry.

During our research we discovered:

- Jackson Fire & Security was well known for fire safety solutions, but many people did not know they also offered security solutions (these people believed the company was called “Jackson Fire”)
- 85 per cent of businesses without a facilities manager wait for a firm to get in touch about annual fire extinguisher servicing, and those who wait are unlikely to remember it needs doing
- 70 per cent of organisations with a facilities manager had the perception that Jackson Fire & Security was ‘too small’ to deal with a large scale project.

For the six month campaign, which ran from August 2015 to January 2016, we decided to:

- use Jackson Fire & Security’s existing reputation in fire safety to raise awareness of the brand and its expertise to SMEs in the region
- change the perception that it is ‘too small’ to handle big projects.

Rationale behind campaign, including the roles of various integrated activities, tactics, creativity and innovation:

Rationale:

Story ideas included:

- Case studies – to showcase major projects that Jackson Fire & Security had worked on. We targeted firms with well-known names eg The University of Chester
- Contract wins – to highlight it is a successful firm in the region and trusted by other organisations
- Expert commentary – to position the company as an expert in its field.

Tactics, creativity and innovation:

We centred the campaign around our ability to tell engaging stories across:

- Offline and online media (editorial)
- Social media (organic)
- Web stories and content (to reinforce or enhance the firm's reputation when people landed on the site)
- Email (to speak directly to an existing database of Jackson Fire & Security contacts)
- Google (positive stories in search results when people searched for the brand).

All content was recycled across the different marketing tactics. For example, a case study was issued to the media, uploaded to the website, talked about on social, sent in the email campaign and included keywords for SEO.

We aimed to tell stories through different mediums including an infographic on top fire and security tips for businesses in the run up to Christmas/in the winter.

Implementation of tactics:

A comprehensive PR and comms plan was created and approved by the client in August 2015, with a visibility plan (story ideas) covering the first three months of the campaign.

Each month we:

- Drafted one press release
- Drafted one case study
- Drafted two additional stories for the website
- Held social media training for the marketing manager
- Assisted with the email campaign
- Carried out SEO activity.

We ensured that all content was recycled and linked with the technical SEO activity to ensure maximum benefit for the client.

Measurement and evaluation:

Lead generation:

- Anecdotal feedback from the managing director advising that the firm has since won contracts to work on major projects they probably wouldn't have even been shortlisted for before the PR campaign.

Media relations:

- Achieved 36 pieces of regional editorial coverage (average – six per month)
- Attracted 14 links back to the site (domain authority of more than 35).

Search:

- Averaged more than 1,000 brand-related searches per month
- Increased web traffic by 64 per cent (comparing final three months to first three months).

Social:

- Increased average monthly Twitter impressions by 569 per cent (comparing final three months to first three months)
- Increased traffic to the site via social media by more than 500 per cent (comparing final three months to first three months).

Email:

- Increased click-thru rate by more than 4,000 per cent.

Website:

- News, case studies and expert blog articles made up 30 spots of top 50 most read pages on the site
- In addition, the top five most read case studies in the six months were drafted by Outwrite.

Jackson Fire & Security was so pleased with the impact of the campaign, it is now on a full retainer with Outwrite.

Budget and cost effectiveness:

£9,600 (excluding VAT) across the six months, which included:

- Press releases
- Case studies
- Infographics
- SEO
- Social media training
- Email campaigns.

Integrating the content created with the SEO activity helped to keep the campaign very cost effective.