CLICKCONSULT®

PART OF CEUTA GROUP

CAMPAIGN OUTREACH

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OUR APPROACH IS ETHICAL, OUR STRATEGIES ARE BESPOKE, OUR TACTICS ARE TRANSPARENT & WE UNDERSTAND THAT SUCCESS ONLY HAPPENS BY ENGAGING BOTH MAN & MACHINE

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EVERY GREAT CAMPAIGN STARTS WITH A GREAT IDEA... TARGETED TO YOUR BUSINESS OBJECTIVES

CAMPAIGN OUTREACH

WHAT IS CAMPAIGN OUTREACH?

Campaign outreach is a strategic marketing exercise, which involves forging relationships with influential bloggers, capturing data, crafting high quality content and implementing effective organic search (SEO) strategies.

Once we have gained an understanding of your organic search goals, we can develop a variety of ideas for a campaign that will involve creating and distributing sharable content, increasing your brand exposure and strengthening your website's search engine profile.

IDEA GENERATION

Every great campaign starts with a great idea. Here at Click Consult, our experts from various departments within the business get together to understand what your organic search objectives are.

In this idea generation session, our organic search executives, account managers, designers and any other relevant in-house experts utilise their in-depth marketing knowledge and creative thinking to pull together a variety of ideas for a strong, targeted outreach campaign that is in line with your business objectives.

CONCEPT FINALISATION

The aim of this phase of the strategy is to identify the campaign idea that is most likely to attract the attention of the bloggers and of course, their own engaged audiences.

Once a concept has been decided, it goes through a secondary phase of concept checking and finalisation. This involves a joint session with the original concept creators plus you, the client, to gauge where the idea rests as a campaign proposal.

RESEARCH

Depending on the campaign idea, we will spend time identifying any elements that need to be created for the campaign – such as infographics or blog posts – to maximise the likelihood of it engaging the relevant blogger and their audience.

OUTREACH PHASE 1

Once the research has been conducted and the bloggers have been chosen, our team of outreach executives will contact the selected individuals, with the aim of building relationships with them.

Once a blogger has expressed an interest in the campaign idea, each outreach expert can spend time working with the blogger to identify any opportunities where their own contributions may be useful to a campaign. This collaborative exercise is undertaken to help to develop the campaign proposition.

RICH CONTENT

The next step in this strategy is to produce rich content for the blogger to accept as part of the campaign strategy.

This could be an infographic, guest post, pod cast or anything else that would add value to the blog and drive engagement from the blogger's target audience. The image below shows an infographic created by our creative design team placed on an influential and relevant blog.

OUTREACH PHASE 2

Once rich, engaging content has been created, this will be distributed to the bloggers for them to share with their audience.

Additionally, phase two of your campaign may involve us reaching out to any key stakeholders that we may have identified through the research phase. For example, if we discovered during the research phase that Honda is considered a reliable car manufacturer; we would then reach out to Honda and inform them of the research that has taken place, and who it was on behalf of.

REPORTING

Here at Click Consult, we provide detailed reports for our clients once a campaign comes to a close.

We will analyse brand mentions, see how the campaign has generated links and social buzz and report back to you on the success of the campaign. Any link that has been created thanks to our initial blogger relationships will be reported using a leading online reporting tool, RavenTools.

WE LOOK FORWARD TO WORKING WITH YOU AND ENJOYING A SUCCESSFUL PARTNERSHIP

LET'S BEGIN

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