



## CASE STUDY

### DIGITAL PR

## ABOUT THE CLIENT

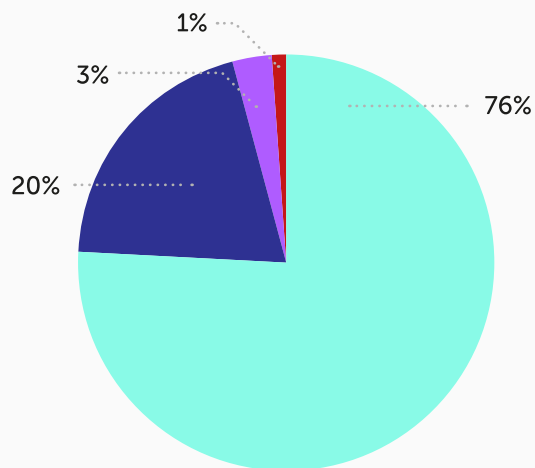
Utility Bidder is a business energy supplier established to ensure clients get the most cost effective gas and electricity deals for their company.

## OBJECTIVES

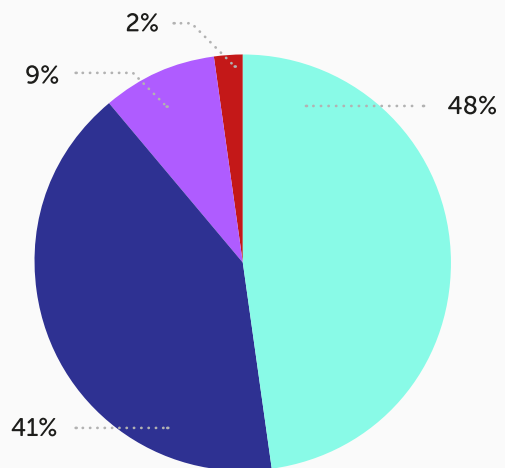
Utility Bidder tasked Click Consult with acquiring a greater number of backlinks to the business' website and thereby improve their search engine performance. Click Consult also identified that links would have to be very topical, relevant and of extremely high quality. Digital PR therefore became an essential part of their SEO strategy to facilitate this.

### Remote working set up

Do you have stable WiFi or internet for remote working at home?



Do you have all relevant software for remote working at home?



- I had this ready prior to the lockdown
- This was arranged after the lockdown was announced
- I still don't have access to this
- I don't plan to or cannot arrange to get access to this

#### Tip: Make sure your team is equipped with all the necessary tech

From project management tracking apps like Asana and Trello to communication tools like Microsoft Teams and Google Hangouts, make sure your workers have all the tools they need. Where possible, ensure they have access to good quality, reliable equipment too, such as laptops and computer monitors.

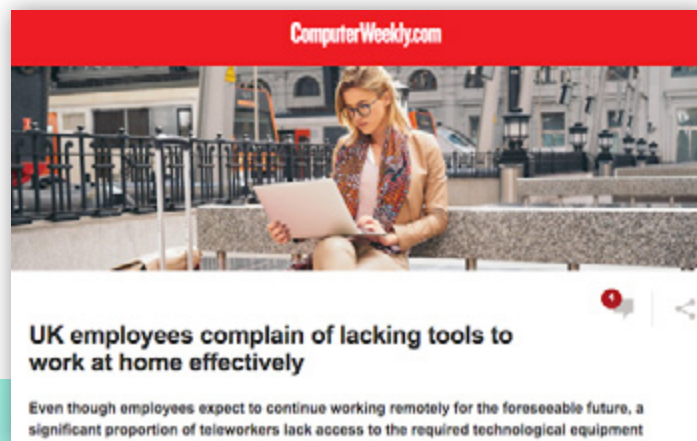
## HOW WE HELPED

When the United Kingdom went into national lockdown in March 2020 and almost all of the country was forced to work remotely, we encountered an unexpected problem: it would be almost impossible to create any PR campaign around business energy given that most offices were closed.

However, with a unique situation came a unique opportunity to explore the impact that remote work was having on the British public during lockdown. Therefore, over this period, several miniature PR campaigns were created for Utility Bidder on this topic: a study into how many workers did not have access to the technology they needed to do their jobs from home; a guide to how remote workers could claim back energy expenses; and a thought leadership piece about the ways in which office etiquette would change post-lockdown.

## RESULTS

Over the course of this period, 54 news stories were written about the PR campaigns created for Utility Bidder of which 30 included links back to the client's website. The coverage had an average domain authority of 58 and our top performing stories were from Computer Weekly and the Daily Express.



# How employers can improve remote workers' wellbeing

With the COVID-19 pandemic requiring us to social distance, more of us than ever are working from home. But how are people coping with this change? To find out, we polled 1,000 UK workers who have recently had to make the switch. Keep reading to discover what they said, and for tips on how to better support your employees over what may be a difficult time.

