POWER OF THE REPITCH
HOW TO MAXIMISE THE SUCCESS OF YOUR PR CAMPAIGNS.

DIGITAL BITES – ALLEN WHITE
KEY AREAS

1. Strategy – why is this not working?
2. Plan – what can we do?
3. Execution – trial the new strategy
4. Example – The unluckiest states to live in the US
UNLUCKIEST STATES
LIFESTYLE BRANDS

THE BRIEF
To build links

STRATEGY
Breaking the data up through states in America

PLAN
Design content and a lovely press release
INDEX

• Happiness index
• Worst state to live
• Lightning fatalities
• Powerball winners
• Life expectancy
THE RESULTS
ZERO TO HERO
WHAT DID WE DO?

PIVOT

- The luckiest state
- Texas named the best state to win the lottery
- How likely are you to be struck by lightning in New York
WHAT DID WE DO?

REANGLE – FRIDAY THE 13TH

- We looked at national days
- Also our client was getting married on the unluckiest day of the year
ZERO TO 146
146 LINKS
Built in 2 days

64 DA
Average
NEVER GIVE UP

WORK WITH YOUR TEAM
Think outside the broader team.

ALWAYS REANGLE YOUR CAMPAIGNS
I reangle a campaign every three days, tracking open rates