



DIGITAL BITES – ALLEN WHITE

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

# 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

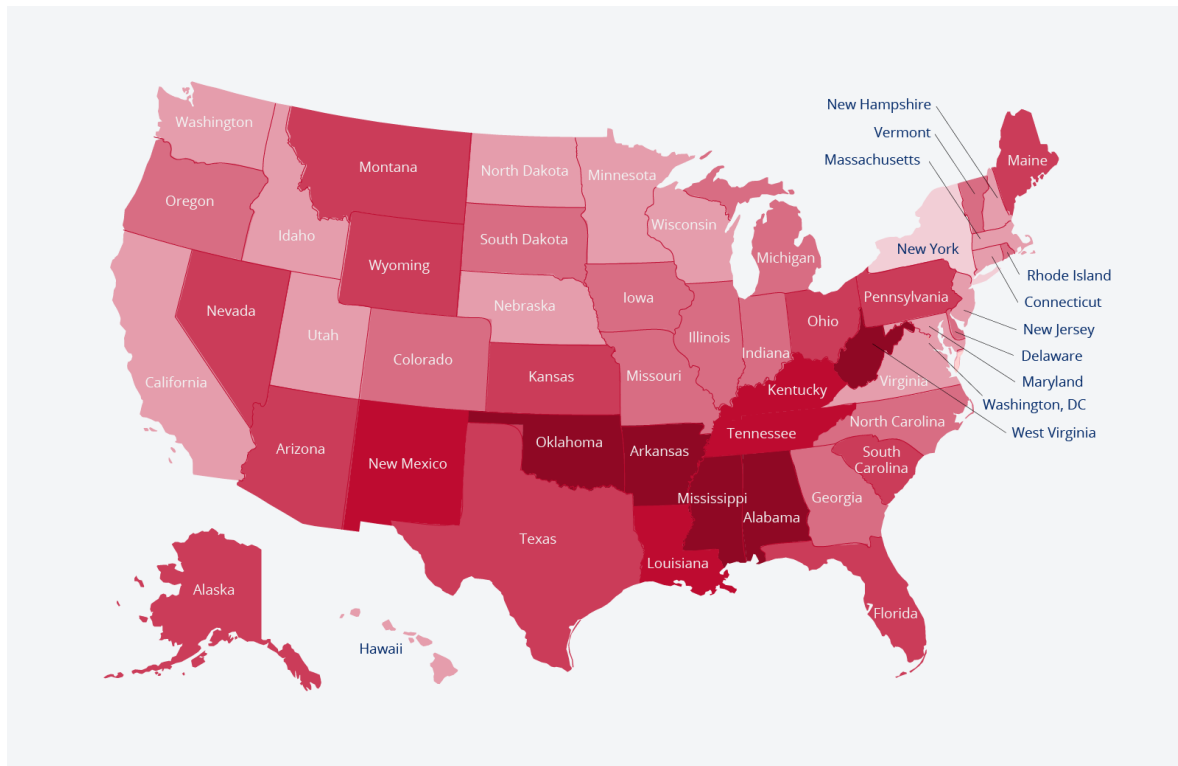
Design content and a lovely press release

# INDEX

- Happiness index
- Worst state to live
- Lightning fatalities
- Powerball winners
- Life expectancy



# THE RESULTS



**LINKS**

BUILT IN 1st WEEK



# ZERO TO HERO



MakeAGIF.com



FRIDAY THE 13<sup>TH</sup>

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



# TOP TIPS

## **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