HITTING THE SWEET SPOT WITH DATA AND EXPERTS IN YOUR HERO CAMPAIGNS
1. A place for planned campaigns in your PR strategies
2. How data can level up your campaigns
3. Using data and experts together
4. Building links and campaign longevity
OUR APPROACH

THREE PR ANGLES

REACTIVE

PLANNED

PROACTIVE
SO YOU KNOW HOW WE’RE SEEING LESS HERO CAMPAIGNS? THAT’S BECAUSE CLIENTS ARE WANTING RESULTS FAST AND COLLATING DATA TAKES MORE TIME AND RESOURCES AND CAN OFTEN BE A RISK
IT’S A SATURATED MARKET…

Anne Helen Petersen @annehelen

I don't think people outside of journalism understand just how many random pitch emails we get a day. Truly, dozens, sometimes hundreds. For clothes. For tech. For "expert sources." For celebrities wearing a particular sock brand. For art shows. For celebrities at art shows.
Journalists reading another irrelevant pitch email.
DATA DRIVEN CAMPAIGNS

DATA AND INSIGHT DRIVEN
Obvs… Insight-led, concrete methodology – is it newsworthy?

CREATIVITY
Great data visualization, creating useful assets so that people want to click

RELEVANCE
A word most will hear DAILY but cannot be understated
USING DATA IN YOUR CAMPAIGNS

• Aligns with brand and SEO strategy

• Super strong methodology
  
  • CHECK BEFORE YOU START
  • Were all factors considered?
  • Robust sample size?
  • Were credible sources used?
  • What credibility does the company/person have?
  • How is the weighting system configured?
  • Who was part of creating the methodology and what is their expertise in this area?
USING DATA IN YOUR CAMPAIGNS

• Timing

• Is it new data, if not what does it add? Always have a plan B

• Trust the process
Some great examples...

- [The Dog Poop Capitals Mapped](#)
- [UK's Noisiest Dogs](#)
- [Single Women Liveability Index](#)
- [The top 10 locations for Family Staycations](#)
- [UK's Kinkiest Areas](#)
- [Average cost of a first house over time, split by UK](#)

Great data campaigns
This left us with 1,000 viral TikTok songs.

125 of those TikTok viral songs were from artists who had yet to have their big break.

Amazing data visualization...
THERE ARE LITERALLY HUNDREDS OF FREE DATA SOURCES OUT THERE
DATA AND EXPERTS

• How to get (good) quotes:

• Two main routes:
  • Client quotes
  • Industry Experts

• The power of twitter and utilising #journorequest and tagging @findyourexpert and to assist your search.

• They have a directory of people and a network: https://twitter.com/findyourexpert

• Some university sites have a find an expert: https://www.mmu.ac.uk/news-and-events/find-an-expert/

• GIVE YOURSELF TIME!
BUILDING LINKS AND CAMPAIGN LONGEVITY

Planned campaigns can be picked up long after you’ve launched them.

- If you’ve used a data set that’s updated or released regularly
- Trends that come back around
- Something topical comes up that is related to your data/campaign

Map reveals which country has the largest average penis size
KEY TAKEAWAYS

• Planned campaigns are still great but we’ve got to adapt with everchanging news and increased competition
• Make sure your data led campaigns are relevant to your brand and overarching strategy
• Do your research – if it’s new great, if it’s not what value does it add
• Don’t use shit data (unless you’re doing some sort of poo focussed campaign)
• Be creative af

• Add value wherever you can
TURN YOUR GREAT RESULTS INTO EXTRAORDINARY PERFORMANCE.

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