

Over \$1 million in new business generated from more media placements

Leading online reputation management company

Location:

Los Angeles, California

Market:

B2B / B2C

Industry:

Branding and Marketing.

Challenge

A company in the online reputation management space was looking to secure impactful media coverage to establish credibility for its brand, improve overall awareness, and position its company as a leader in the online reputation management space. IDPR was also given the actionable task of acquiring backlinks to help drive traffic and potential customers for our client.

Solution

IDPR implemented a widespread media blitz for our client by promoting the company as a leading expert in all things reputation, crisis management, branding and marketing. Using the ongoing news cycle, our unique technology, and our excellent journalist relationships, IDPR aggressively engaged with the national media around trending and breaking news stories that map to our client's top keywords.

Results

Throughout the ongoing campaign, IDPR has averaged over one placement per day for our client, with our client getting quoted and featured as the expert in the the most prestigious media outlets like Business Insider, Entertainment Tonight, Fortune, Fox News, New York Times, NPR, Reuters, USA TODAY and Wall Street Journal. Traffic to our client's website has increased by 82% percent as a result of the press, and the coverage has led to countless inquiries from prospective customers requesting our client's services, resulting in over \$1 million dollars in new business in under a year.

Our client has achieved a monthly ROI of 750% during the campaign.

- Average of one media placement per day
- 82% increase in website traffic
- Over \$1 million in revenue generated in under a year
- Monthly ROI of 750%