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Top 10 PR Tactics and Strategies of Successful Content and Link Building

Lexi Mills • Dynamo PR

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Content Placement and Links



Build Better Media Relationships to Increase the Impact of Your Content Work



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PC ADVISOR

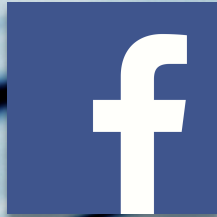


A full-page background image showing a person in a red jacket and dark pants climbing a steep, snow-covered mountain. The sun is high in the sky, creating a strong lens flare. The mountain's surface is covered in snow and ice, with some rocky outcrops visible on the right side.

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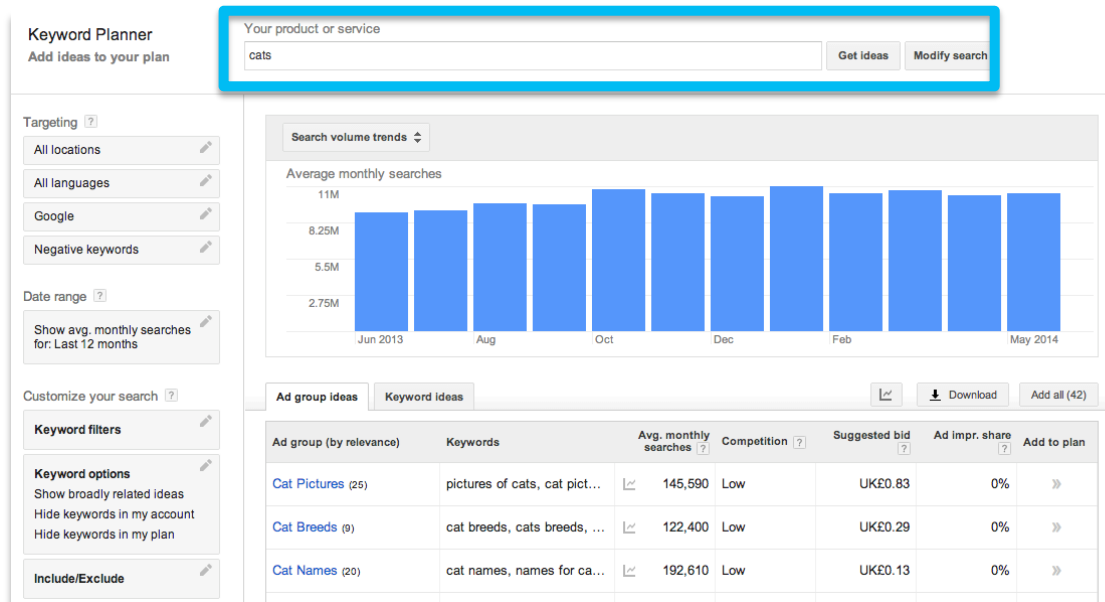
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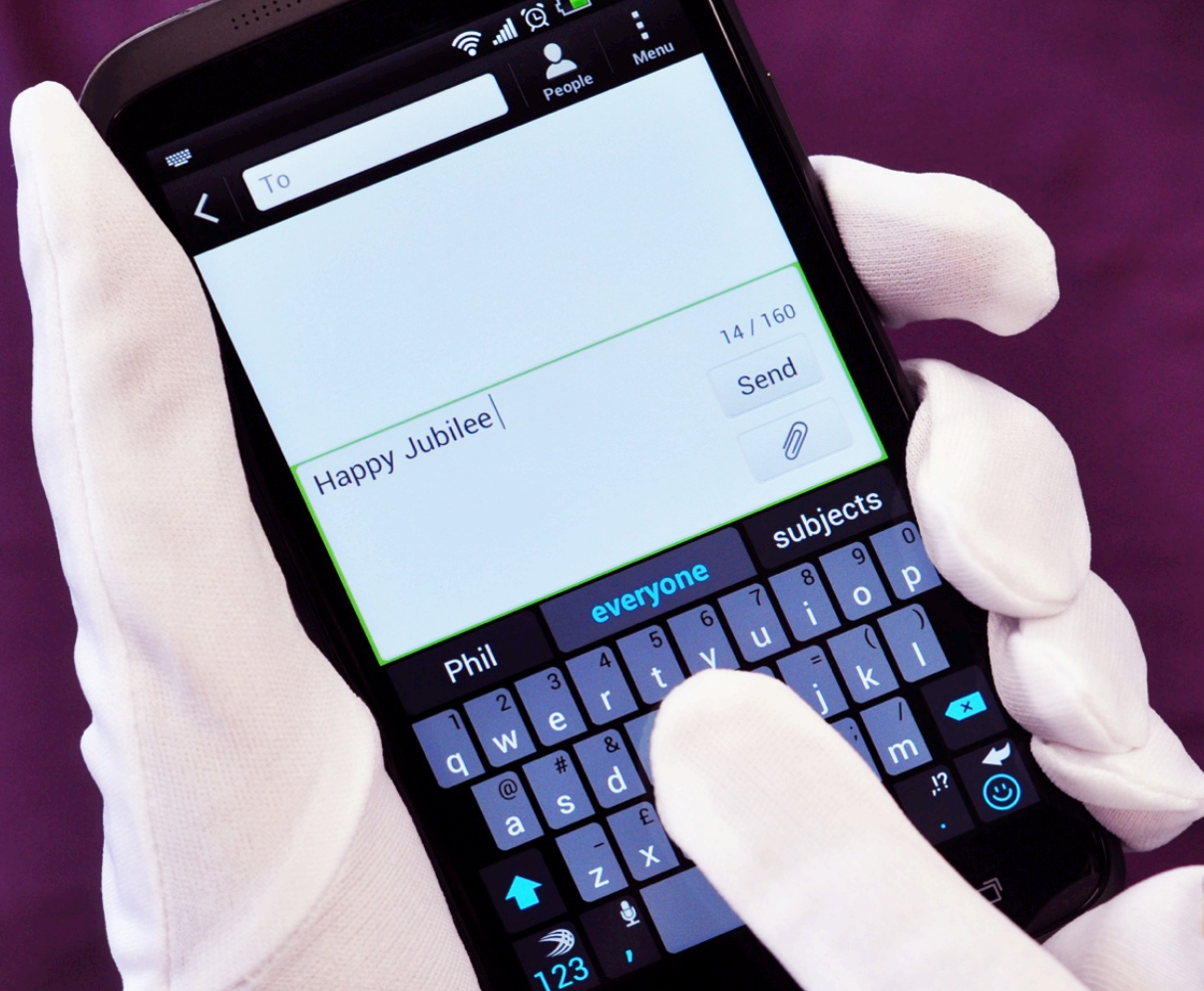
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1 June 2012 Last updated at 09:40 [Share](#) [f](#) [t](#) [e](#)

Queen's speech: App lets you text like Her Majesty

A new mobile phone app helps Android users to write emails, texts and tweets in the style of the Queen.

The software has been developed by the British company Swiftkey and predicts words and phrases the Queen is statistically most likely to type.

The app is based on analysis of Queen Elizabeth's published speeches since coming to the throne in 1952.

According to the company's research, "My government will" is the most used word sequence in the Queen's language.

Swiftkey co-founder Ben Medlock told the BBC that all publicly available Queen's speeches and addresses were electronically analysed to develop the software.



The mobile phone app emulates the Queen's speech

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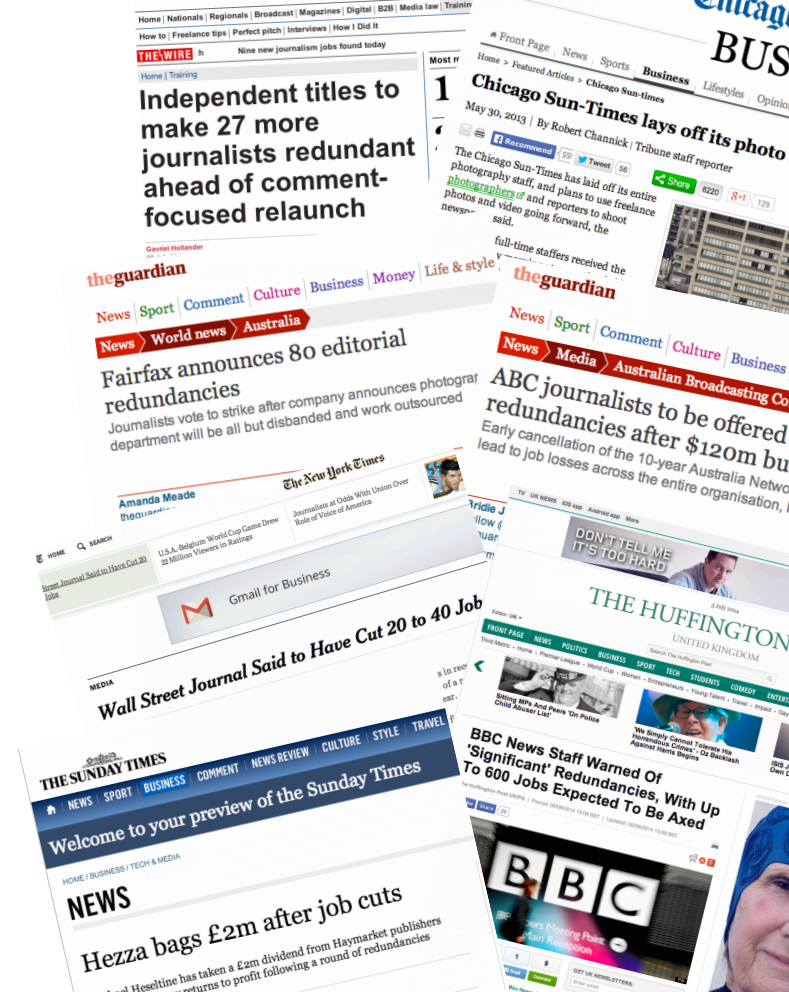
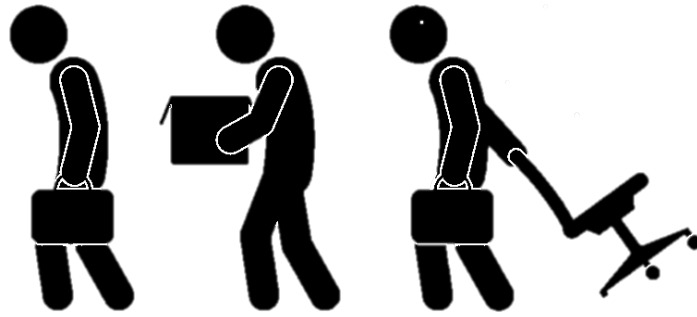


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SHORT & SWEET



A large crowd of people, many holding cameras, sitting in orange chairs at a conference or event. The text "Growth in Freelance Journalists" is overlaid in white.

Growth in Freelance Journalists

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The Bath Chronicle

Sian David is now Creative Editor at *The Bath Chronicle*. She was previously Creative Editor at *South Wales Evening Post*. Sian can now be reached at sian.david@bathchron.co.uk and can also be found tweeting at www.twitter.com/siandavid

Freelance Update - Stuart Blakley

Freelance art and luxury travel Journalist **Stuart Blakley** writes and photographs on all design related topics. As well as being UK Correspondent for *Luxury Travel Magazine* and Senior Editor for *Design Exchange*, Stuart has just published his 82nd article on the relaunched Lavender's Blue blog which celebrates the finer things in life. Stuart's work has been published in a range of publications including *ELLE DECORATION*, *L'Uomo Vogue* and *Architectural Digest*. He is available for restaurant, hotel, house and art reviews. His work can be viewed at www.lvbmag.wordpress.com. Stuart can be reached at stuart_blakley@hotmail.com and can be found tweeting at www.twitter.com/stuartblakley

Freelance Update - Becky Freeth

Freelance Journalist Becky Freeth is for permanent positions as well as shift and commission work, including holiday cover, interviews and reviews. Previously Digital Assistant for marie claire, LOOK and InStyle online, Becky has written for both print and digital publications. She can be reached on +44 (0)7773 042 426 and beckyfreeth@gmail.com and can be found tweeting at www.twitter.com/bfreethtweets available



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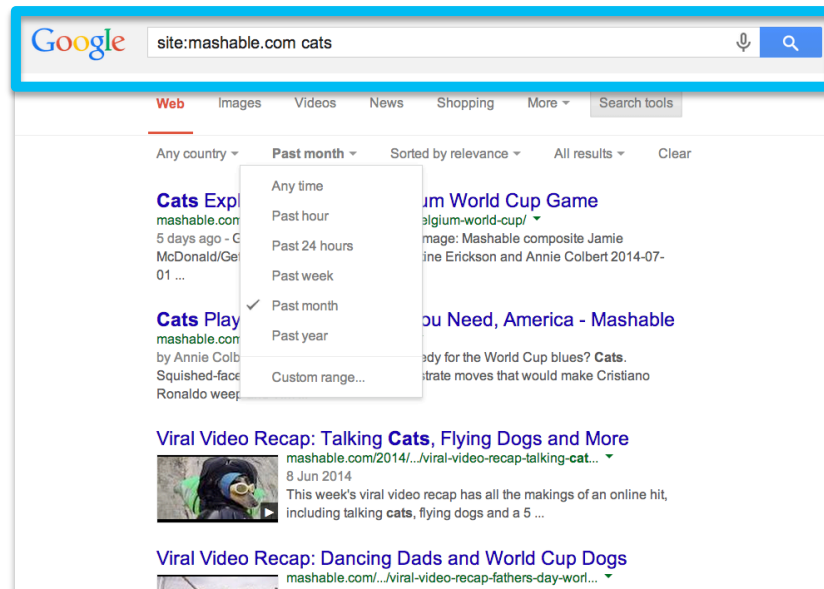
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Content Assets Orbiting Your Campaign

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These don't have to be live interviews!

Questions

- Especially useful to pre-write these if the client is nervous or has limited time.

Quotes

- Write "Quotes" on their behalf and then you just need sign off.

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Live Q&As

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30 Jun 2014: Could you be more efficient at work? Our panel will be here on July 3 between 1pm and 2pm to offer advice and answer your questions


149 comments

Live Q&A: Ask our experts about the self-publishing industry

16 Jun 2014: Are you an aspiring writer or editor? Wondering how the self-publishing industry works? Our panel will be here on 18 June between 1pm and 2.30pm to offer advice and answer your questions

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Live Q&A: Could your small business benefit from using cloud services?



Sponsored feature, 21 May 2014: Do you want to know more about how using the cloud can improve your business operations? A panel of experts will be here to help on 5 June between 12.30pm and 2pm

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Live Q&A: Ask our experts about running a craft brewing business

19 May 2014: Wondering how to get started in craft brewing, or looking to expand your brand? A panel of experts will be here on May 22 between 1pm and 2.30pm to answer your questions

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Why wallets waned: a Q&A with John Haro, CTO of Vibes

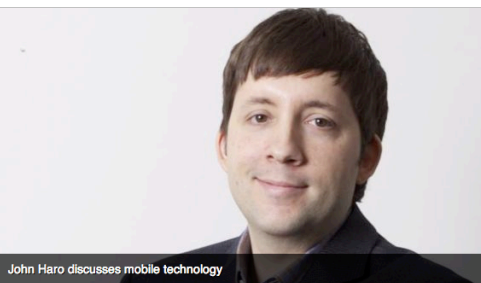
Mobile wallets were supposed to be the rage. Can they still be?

By Juan Martinez May 27th

1 COMMENT

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PAGE 1 OF 2 Why wallets went away



John Haro discusses mobile technology

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In pictures: Valentine's Day cards for pets

Feb 06, 2014 09:28 By Lindsey Archibald Comments

IT seems Brits are going barking mad this Valentine's Day with figures out showing many pet owners will actually send their moggies and pooches cards. Have a look at our pet card gallery.

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I LOVE YOU, PET!

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Lego asks government to remove Scottish independenc...

The Guardian - 6 Jun 2014

A **Lego** image from the government website on 12 things the £1,400 UK dividend could buy Scottish voters. Photograph: www.gov.uk.

Review: Lego Guardians of the Galaxy

Wired.co.uk - 6 Jun 2014

The prospect of a troop of space-bound superheroes on the big screen is exciting but perhaps not as much as new **Lego** sets gleefully ...



The Guardian

Lego makes female scientist figures, after campaign

BBC News - 4 Jun 2014

Lego have announced they are going to make a new set of minifigures which feature women in scientific roles. An online campaign, submitted ...

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Top Gear - 5 Jun 2014

Made of precisely 1,077 pieces – approximately a thousand more than the real-life classic Mini Cooper, we calculate – the **Lego** Cooper ...

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UK fights against Scottish independence with irony and **Lego**

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Images fail to build a rapport with **Lego**

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The suggestions are accompanied by images of **Lego** figures illustrating the activities, which also include "sharing a meal of fish and chips with ...



Lego Is Launching a Radical New Figurine After an Onli...

PolicyMic - 5 Jun 2014

The news: While **Lego** has been happy to sell such innovative products as "Rapunzel's Creativity Power," "Ariel's Magical Kiss" and ...

Exclusive: Lord and Miller on Marvel Super Heroes in the **LEGO** ...

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Now, DC's competition Marvel Comics also has a relationship with **LEGO**, both from their playsets and figures but also from the Marvel **LEGO** ...

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Lego re-creates 'Star Wars' cast
photo with minifigs



Lego's version of the "Star Wars" cast.



The cast photo the Lego image is based on.

Championing Causes

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About time too! Lego to launch female scientists series - and it's all down to a Swedish geochemist

- Lego to launch female astronomer, paleontologist and chemist toys
- Idea by Stockholm's geochemist and avid Lego builder Dr Ellen Kooijman
- Leading psychologist Dr Linda spoke exclusively with MailOnline

By **DENI KIRKOVA**

PUBLISHED: 17:58, 9 June 2014 | UPDATED: 19:20, 9 June 2014

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Glastonbury 2014: What if the Pyramid Stage was made of Lego?



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Home > News > Royal > Bathing in style! The Royal baby will have a £399 custom designed engraved bath

Bathing in style! The Royal baby will have a £399 custom designed engraved bath

THE Duke and Duchess of Cambridge are set to receive a custom designed, limited edition Windsor Collection baby bath for when their first child arrives next month.

By: Kirsty McCormack
Published: Fri, June 21, 2013

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The Royal couple will be the proud owners of the bespoke bath, which [costs](#) £399 and will be engraved with the child's name.

[Bathrooms.com](#) will deliver the present from Watford to Clarence House, and are positive that the Royal heir will enjoy splashing around in the old fashioned tub which features a classic golden ball claw-foot and a smooth roll top design.

"Like all first time parents, Kate and William will be keen to spend as much time with their baby as possible," said Susannah Wheeler Midwife from One to One Midwives.



The Victorian-style bath will be engraved with the Royal baby's name

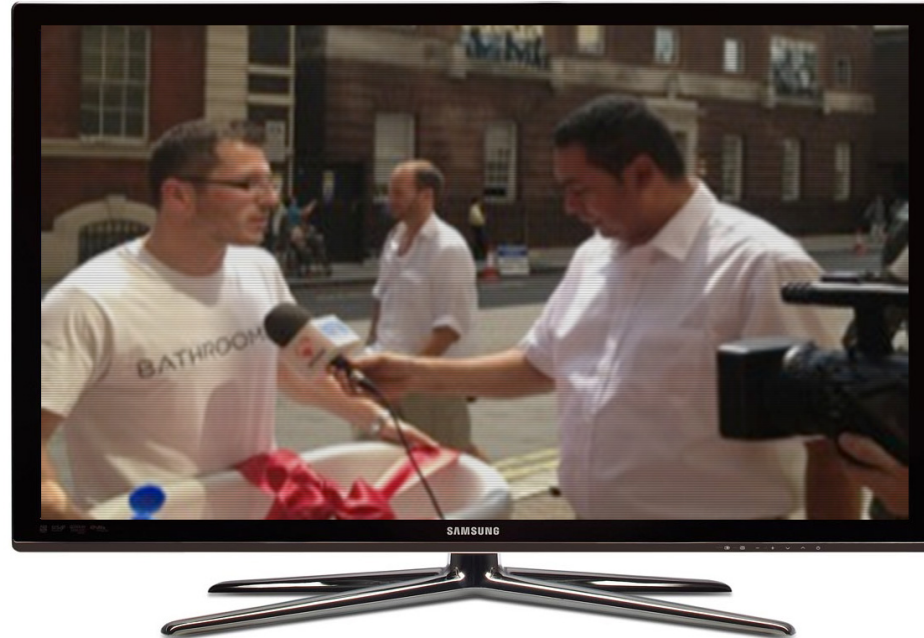
"Moments away from the public eye will be treasured by a high profile family like this, so the more attachment they can form with the baby early on, the better.

"New borns can typically see from an adult's chest to face where they can respond and recognize your face, so bathing is an ideal experience to build memories and bond," she added.

Kate, 31, is rumoured to be planning a modest nursery for the new baby, so she will no doubt love the miniature version of the classic Victorian bath which is fit for a prince or princess.

Other mothers-to-be can also bathe their babies in style as a limited number of the Windsor Collection baby baths will be available for the public to purchase.

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22 April 2014 by Jessica Vince

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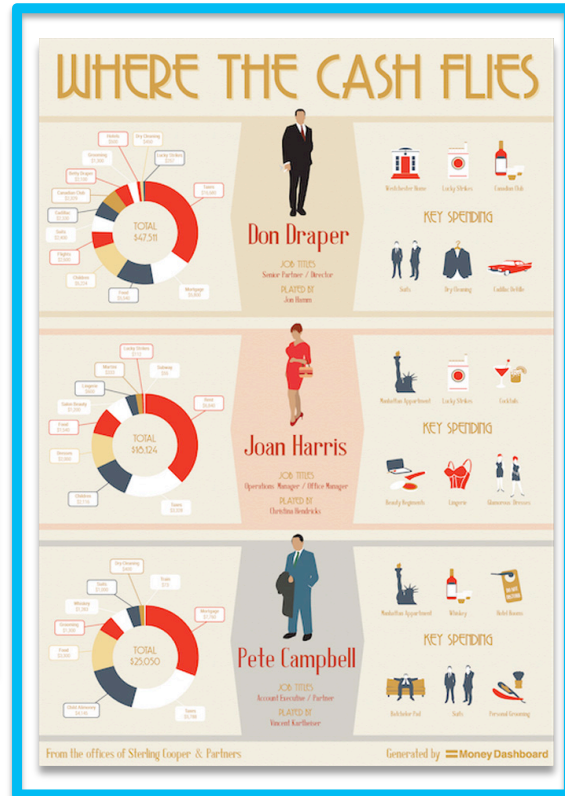
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A New Mad Men Infographic Shows What It Costs To Be Don Draper And Joan Harris



PG

Friday, April 25, 2014 12:07 PM

by SIMON ENGLISH, CITY EDITOR

THE FTSE 100 ROSE 28.26 TO 6783.00

Tel: 020 7782 4050/email: simon.english@thesun.co.uk

WE MEAN BUSINESS

43YR HOME LOAN WAIT

Struggle for deposit

IT would take most Britons 43 years to save up the deposit on a home, shock figures show. With the housing market booming, property in the South is expected to rise 10pc above the national average. It is a shame to find that it is a struggle to save for a home. The average Briton would need to save £10,000 to get the deposit on a house. The average Briton would need to save £10,000 to get the deposit on a house. The average Briton would need to save £10,000 to get the deposit on a house.

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Pubs sales up after years in mire

PUBS SALES UP AFTER YEARS IN MIRE. Pubs sales have risen for the first time in years, according to new figures. The industry has been hit hard by the recession, but sales are now starting to pick up. Pubs sales have risen for the first time in years, according to new figures. The industry has been hit hard by the recession, but sales are now starting to pick up.

GE £8bn train 'bid'

GE £8bn train 'bid'

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FLAMING GRILL

Flaming Grill has announced a new menu for its restaurants. The new menu includes a variety of new dishes, including a new burger and a new salad. Flaming Grill has announced a new menu for its restaurants. The new menu includes a variety of new dishes, including a new burger and a new salad.

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A-Z CLOSING PRICES

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Royal Baby George Of Cambridge Domain Names Snapped Up By Opportunistic Cyber-Squatters

By Ben Huh | Updated on 12/20/2013 | 10:40 AM

PRINCE GEORGE OF CAMBRIDGE: Prince George, Duke of Cambridge's son, is the latest royal baby to be born. Over 100 domain names relating to the Royal Baby have been snapped up by cyber-squatters hoping to make a buck in the new arrival.

Some domains have downsize remarkable promises, being snatched even before the new George Alexander Louis of Cambridge was announced on Wednesday night.

www.princegeorgeofcambridge.org was registered on Monday while biggerson.com was taken as far back as last month.



Not the Royal Baby

Many of the websites on the list according to domain name registrars such as, www.princegeorgeofcambridge.org and www.babygeorgeofcambridge.org are in fact for the benefit of Prince George of Cambridge, the Duke of Cambridge's son, who is the latest royal baby to be born. The announcement of the Royal baby's name caused an absolute gold rush of people registering domain names associated with the future king.

"We've got some cyber-squatters on the rise since the announcement of the new Prince in March."

Regrettably, there were a few domain names left that the cyber-squatters had not yet registered, for example www.princegeorgeofcambridge.org and www.babygeorgeofcambridge.org.

WATCH: John Oliver And The Daily Show Cover The Royal Baby

REVIEW: Luther: A Far-Flashed Frodo For Fans Of The Lord of the Rings

Contributed to this story: Ben Huh | 12/20/2013 | 10:40 AM | Apple | Google | Facebook | RSS | 1/24

The Telegraph

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Friday 26 July 2013

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Royal baby: cyber-squatters snap up domain names related to Prince George

They had prepared the nursery, bought essential supplies and settled on a name, but the Duke and Duchess of Cambridge appear to have forgotten that most modern of baby birth rituals: registering an internet domain name for Prince George.



The Duke and Duchess of Cambridge have not registered domain names for their son Prince George

By Gordon Rayner, Chief Reporter
2:50PM BST 26 Jul 2013

The omission has allowed cyber-squatters to register hundreds of website addresses under variations of the prince's name, as well as Twitter and Facebook accounts that could have the potential to embarrass the Royal family.

Some of them have already put the domain names up for sale, hoping to make a tidy profit from companies that might want to trade on the prince's name.

The web address www.princegeorgeofcambridge.org, the exact equivalent of the official website of Prince Harry, was bought by website designer David Henderson, of County Down, hours before the prince's name was announced.

Mr Henderson, 27, said: "I'd never done anything like this before but I'd

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Sorry, Prince George! Cyber-squatters are snatching up all your domains

Rosa Golijan, NBC News

July 26, 2013 at 10:36 AM ET

If you head to www.princehenryofwales.org, you'll see the official website of Prince Harry. But if you check out www.princegeorgeofcambridge.org, you'll see large letters proclaim "domain for sale." Hundreds of domains have already been registered under variations of the new prince's name — in hopes of a profit.

Cyber-squatting — or domain-squatting — is the practice of registering domains which could be of particular interest to an individual or organization. This often includes variations of trademarked names and can sometimes even involve negative content related to the user who might be interested in the the squatted domain in order to pressure him or her into purchasing it.

"I'd never done anything like this before but I'd read about someone registering the previous Pope's name and selling it on for a profit so I thought I'd see what was available," website designer David Henderson, the current owner of www.princegeorgeofcambridge.org, told The Telegraph.

As Henderson notes, domain-squatting is not really a new practice. In the past we've seen someone register [peta.org](http://www.peta.org) in order to create a website called "People Eating Tasty Animals," much to the dismay of People for the Ethical Treatment of Animals (PETA). A man named Mike Rowe got into hot water with software giant Microsoft after registering [MikeRoweSoft.com](http://www.MikeRoweSoft.com). Whitehouse.org and georgewebush.org house parody websites. The list goes on.

"It's a big fan of the Royal family so I certainly don't intend to hold them to ransom, I just thought it might be an address I could sell to someone in the future," Henderson clarifies.

Considering that domain registrar names.co.uk tells the Telegraph that over 400 domains based on Prince George's name have already been registered, it's possible that not everyone

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Sorry, Prince George! Cyber-squatters are snatching up all your domains

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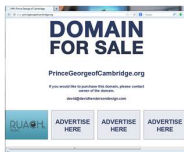
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26 July 2013 Last updated at 13:57

Royal baby: Cybersquatters descend on Prince George domains

Cybersquatters have leapt at the chance to register domain names referring to the new royal baby, Prince George.

Within moments of the baby's name being announced, domains such as GeorgeAlexanderLouis.com and princegeorgecambridge.co.uk were taken.

Purchases of domain names mentioning the name "George" rose by 106.9%, reseller Names.co.uk said.

One buyer of a royal baby-related domain has put it up for sale at £10,000.

The owner, Matt James, snapped up hrhprincegeorgecambridge.co.uk on 24th July - the day of the naming announcement.

He told the BBC: "Like most British people, I was glued to the TV, excited about the birth and thought a baby Prince domain name had potential."

Domains were snapped up almost from the moment Prince George was born

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Same Story Different Release



**EMBARGOED UNTIL TUESDAY FEB 19th
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3D printing pen you can hold in your hand launches on Kickstarter

Serial inventors WobbleWorks raising \$30,000 funding for the 3Doodler printer pen project. First shipments planned September 2013

The 3Doodler, the world's first 3D printing pen, launches today on Kickstarter (<http://kck.st/V9zFjX>). Created by the co-founders of WobbleWorks, with over 20 years collective experience developing gadgets and toys, the patent-pending 3Doodler pen is a brand new way of creating 3D objects and will be the most affordable 3D printing device on the market.

Priced from \$50 for early backers on Kickstarter, the 3Doodler has been designed to be compact and easy to use, you just plug it into a power socket and can start drawing anything within minutes.

"We wanted to design a 3D printing device that could be used within minutes, without needing any technical knowledge, software or computers. We also wanted it to be affordable as well as fun, so that anyone could 3Doodle!" said Peter Dilworth, Co-Founder & CEO of WobbleWorks.

The 3Doodler has been in development for a year, with early prototypes in production for the first time this month. When WobbleWorks reaches its modest funding goal of \$30,000, the team will start an initial commercial run, with the first 3Doodlers delivered to backers before Fall 2013.

"Everyone knows how to use a pen, so we designed a 3D printing pen! If you can scribble, trace or wave a finger in the air you can use a 3Doodler. As you draw, plastic comes out of the pen, is cooled by an integrated fan, and solidifies right in front of you. You can draw on any surface and



own 3D objects," said Maxwell Bogue, Co-Founder & CTO of

also, WobbleWorks has also teamed up with leading Etsy
for early backers.

etic Etsy artists to provide limited edition '3Doodles' as well as
hers create amazing objects. We're also creating a 3Doodle
are their ideas, designs, and 3Doodles," said Peter Dilworth,
orks.

pping by September 2013. You can pre-order your 3Doodler
://kck.st/V9zFjX.

-ends-

en. While the plastic extruded from 3Doodler is safe to touch
itself has a metal tip that can get as hot as 270C. There is no
tip while in use, but safety comes first, and we are creating a
to use the 3Doodler, covering off the different techniques and

plastic as its "ink" - just like any of the more expensive 3D
oodler backed on Kickstarter comes with at least one bag of
common plastics around. It's used in most of the plastic objects
a "bioplastic". It's made from corn, is biodegradable and has a
ABS. We are offering both choices as each has its own

n ABS and PLA, and you can also buy ABS and PLA plastic in

spools from a variety of sources.



Same Story Different Release

3Doodler raises \$1 Million in just 2 days on Kickstarter

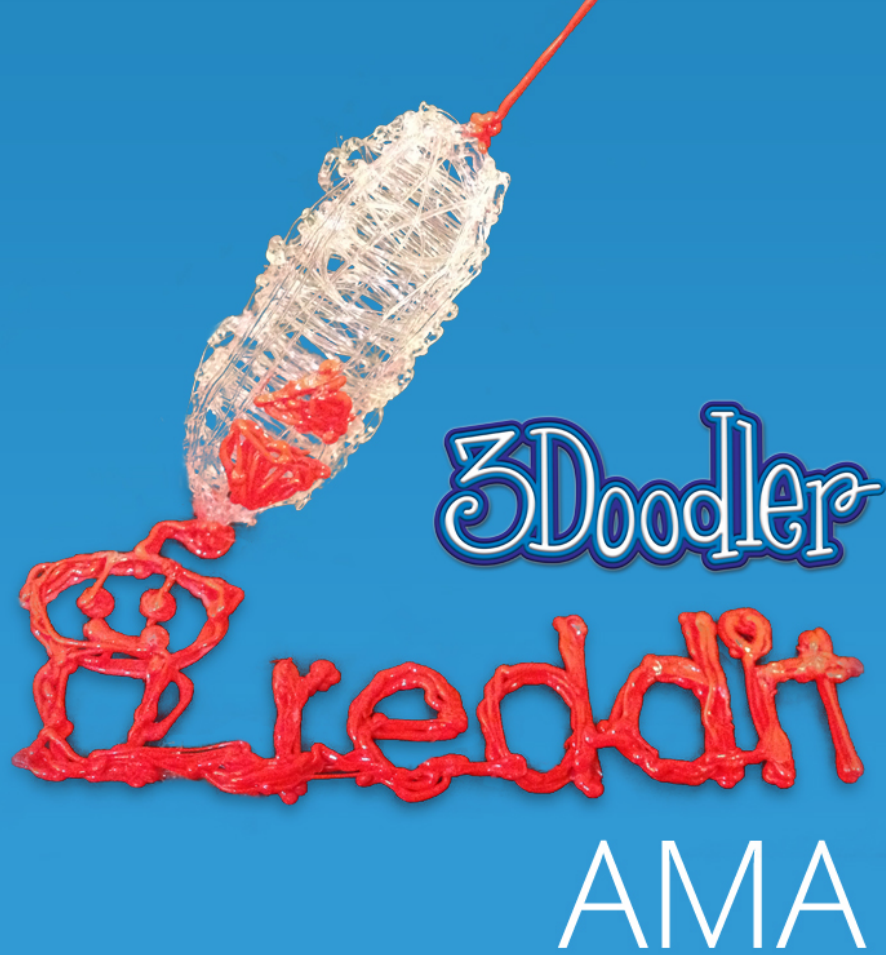
3D printing pen draws \$1 Million from Kickstarter community as it attracts over 12,000 backers in 44 hours

2013, February 21 - 3Doodler, the world's first 3D printing pen, has smashed its Kickstarter (<http://kck.st/V9zFjx>) goal by over 3,685% as of 9:00am on Thursday 21st February, raising over \$1 Million in funding from the internet community in less than 2 days (44 hours). The team set an original target of \$30,000 and reached its goal within hours of launching on Tuesday this week at 3am EST.

3Doodler is the world's first 3D printing pen that allows you to draw in mid-air and create physical versions of your Doodles and ideas. Proving to be a big hit with the design community, the popular Kickstarter project is on course to become 2013's biggest Kickstarter enterprise and is following in the footsteps of Pebble which went onto raise \$10,266,845 in May 2012.

"We initially debated whether we should shoot for \$20,000 or \$30,000 so we're completely overwhelmed by the response from the Internet, hitting a million dollars in just two days. We were prepared though, just in case, and had arranged all the pieces in place to scale rapidly, even this rapidly. We're hearing the message loud and clear - people all around the world love Doodling and want to back our invention," said Peter Dilworth, Co-Founder & CEO of WobbleWorks.







Get the Right Images

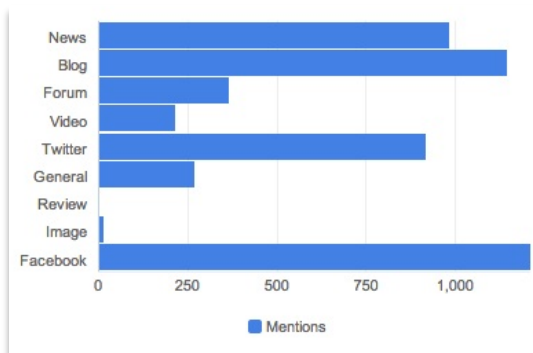
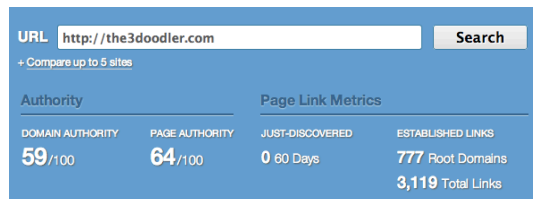
- Familiar subject matter
- High quality
- Landscape and portrait
- Composition
- 300dpi and 72 dpi



3Doodler



Results









Private View- Launch 1



Phone Sell in- Launch 2



Media Tour-Creating Theatre- Launch 3



Launch Event 4

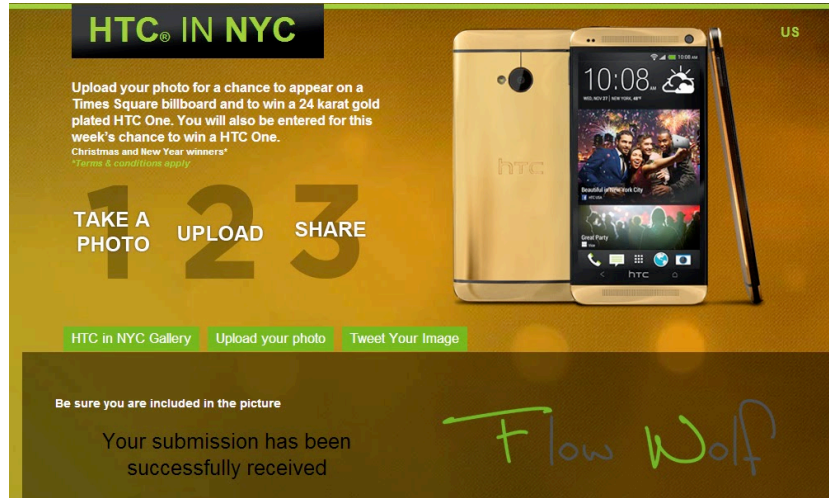




Launch Event 5



Launches Cont.



Change in Product Strategy

Shop for **Buy HTC gold** on Google Sponsored ⓘ



**HTC One (M8) in
Amber Gold**

\$99.99
Verizon Wirel...



**HTC One 801s
Gold 32GB 4G**

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ATGSM.com



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ATGSM.com



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Smartphone ...**

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Mobile City On...



**Sealed Gold Htc
One M8 ...**

\$609.99
eBay



**Htc One M8 32gb
Amber ...**

\$579.00
eBay



Global Coverage



HTC One: Big screen... check. Front-facing stereo... check. **MADE OF GOLD**. Er, check

Another blingmobe 'chings into play as part of limited edition set



HTC joins gold rush with \$4,400 special edition One



HTC to offer five genuine gold One smartphones for £2,750 apiece



Limited edition Gold HTC One trumps iPhone 5S and Galaxy S4



£2,750 gold HTC One is a priceless prize for MOBO talent



Forget the gold iPhone, here's the 18ct gold HTC One valued at \$4,400 – but you can't buy one



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Sure, you can get the iPhone 5S or the Samsung Galaxy S4 in gold colors, but HTC UK has one-upped them all with an HTC One made of real gold.



Gold HTC One official: Limited edition model goes to MOBO winners



Gold HTC One? That'll Cost You £2,750, Good Sir



Forget the gold coloured iPhone and try the HTC made of real gold

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Contents

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Summary Slide

1. Link building is getting harder
2. Think beyond campaigns for a sustainable strategy
3. Panda was a pivot point in the publishing industry
4. Media share your struggles with Google, your content can help them
5. Analyse social media metrics and top pages for publishers before pitching them
6. They are targeted on Google Plus profiles
7. Search volume can be a pitching tool
8. Hire Freelance journalists
9. A team of more than 2 need management system for media relationships
10. Site search is often more effective in current day than your 'little black book'
11. Hook your content onto popular culture, trends and events
12. Get the right content assets in place before launch, host on website and drop box
13. Don't just go for news articles, look for other opportunities like Q&A, image stories and case studies
14. Learn from analysing the gaming industry
15. When doing product spoofs list products as on back order
16. Find someone or firm to be the third voice in your story
17. Use a media alert instead of a press release to get quicker sign off
18. Structure campaigns with several launch stages
19. Offline activity is one of the strongest linkbuilding tactics
20. Lego are a good source to reference for creating content ideas

Summary Slide

- Make the medias job easier
- Pick ideas that can grow
- Setup partnerships

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THANK YOU!

SESSION Q&A



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