



Case Study - Online PR

- Distribution
- Write-ups and rewrites
- Translations and proofreading
- Multilingual Online Public Relations
- Search Engine Optimized Online PR
- Social Media Releases - SMR
- Impact monitoring
- Buzz Measuring
- Brand Protection

Government

Icelandic Government uses online public relations

Client: Invest in Iceland Agency

Services: Online Public Relations

Product: Iceland as an investment opportunity

URL: www.invest.is

Report Date: January 2007

The Invest in Iceland Agency, founded in 1995, is run by the Trade Council of Iceland and the Ministry of Industry. The agency's team provides free information and expert confidential services for all aspects of investments. They had tried several ways of communicating their message but had difficulty in getting the full impact across to their target audiences (media and investors). After reviewing current status and awareness, we created a three month online PR strategy with a focus on four things; firstly getting media coverage, secondly being seen by possible investors, thirdly trying to create leads, and lastly improving their online visibility.

Strategy

Since Invest In Iceland Agency is primarily Web-based, we wanted to take their public relations campaign online in order to reach its primary audience and have as big an impact as possible with the available budget.

We planned an aggressive and front loaded strategy which focused on developing news releases optimized for the search engines and distributed over several online newswire services. All impact was measured as far as possible through Online "Buzz" monitoring and IndexTools Web Analytics.

Tactics

We wrote weekly news releases that combined information about our client, Iceland as an investment opportunity, the positive corporate tax environment and the business culture.

These news releases were distributed over eight different newswire services, all with their niche strengths. These reached newsrooms across Europe, Canada and the US, as well as gaining significant Internet reach. To ensure that the releases reached appropriate editors, we carefully chose the distribution channels within each distribution point, and by doing that maximized their very positive results.

Results

Within 7 days there was an over 200% rise in visits to their site, including companies such as Microsoft, PWC, Deloitte, Oracle, LLOYDS, Intel, KPMG, Alcoa and Bank of America to name but a few. They also saw a sharp rise in organic visibility under search terms such as 'investment opportunity' and 'investments in Iceland'.

Pickups & Mentions

Our efforts were picked up by media groups like Newsweek, Yahoo News, Google News, Risk Center, New Ratings, Xeal, FT.com and more. Estimated online media pick-up was just over 3,500 and one distribution channel had over 200,000 reads.

We could also see media visits to the site as a direct result of distribution from Bloomberg and BBC, among others.