



Case Study - Online PR

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

Online Retail

Internet retailer uses online PR to attract shoppers

Client: Nordic Store

Services: Online Public Relations

Product: Online retailer with Scandinavian products including maps, woolen products and books

URL: nordicstore.net

Report Date: January 2008

Nordic Store is a leading Nordic online retailer founded in 2000. NordicStore.net focuses on supplying online shoppers with a large selection of Nordic products, from countries like Norway, Iceland and Finland. The company relaunched their site in early November 2007 and wanted a PR boost to get their message across.

After reviewing their current status, awareness and competitive environment, we created a four month online PR strategy which focused on attracting consumers for direct sales and increasing the site's online visibility.

Strategy

Since Nordic Store is only a Web-based company, we took their public relations campaign online in order to reach their target audience and have as big an impact as possible with the available budget. We focused on developing news releases optimized for the search engines and distributed through several online newswire services. All impact was measured as much as possible through Online "Buzz" monitoring and IndexTools Web Analytics.

Tactics

Nordic eMarketing, an online marketing and consulting firm in

Reykjavik, Iceland, redesigned their website in November 2007 and helped them to choose and implement a new Web CMS. To boost the search engine visibility of their new site we sent out search engine optimized (SEO) press releases about their range of services and products. Each release had live links back to the new website for the key phrase marketing.

These news releases were distributed over three different newswire services, all with their software and consumer niche strengths, and by doing that we were able to reach newsrooms across Europe, Canada and the US.

The releases were delivered directly to the inbox of possible buyers, as well as gaining significant Internet reach. To ensure that the releases reached appropriate editors, we carefully chose the distribution channels and by doing that maximized their positive results.

Results

Within a few days we saw a rise in visits to their site, with sales up dramatically at around 132% on an annual bases. Not only that but focused search phrases such as books and calendars, woolen products, woollen products, woollen sweaters, woolen sweaters, Icelandic maps, Iceland maps, maps and travel guides all had improved results. Hundreds of other strong phrases now generate more than 30% of all search, increasing from only 11% before.

Pickups & Mentions

Link-popularity went up by 300 inbound links.