



How To Invest In Backlinks For Higher PR Dividends: an eBook Case Study





Public relations isn't the same today as it was twenty, ten, even just five years ago.

There are too few journalists left, and editors are being asked to publish more content than ever—with less staff.

As a result, editors are looking for more contributed articles—pieces written by industry experts that they can publish—without the time needed on their end to interview the experts and write the pieces themselves.

For any given news pitch, you may get up to three byline (contributed article) requests from publications—and your company needs to be able to capitalize on them.

Byline writing is the fastest growing skill public relations agencies must now possess. Pitching alone is no longer sufficient; agencies need the writing chops to turn pitching into byline placements with backlinks that drive website visits.

PR agencies aren't spending 100% of their time pitching the news anymore—they're spending 50% of the time actually writing it.

When an editor comes back to your PR rep and says "I'd be happy to review a byline by a company expert on the subject," you don't want to be caught without a good writer to whip up something to send over. With the right folks at an agency, all they'll need is a short call with your subject matter expert to put together a compelling article.

These bylines lead to backlinks, which pay dividends in the form of quality visitors to your website.



Realty411

REI Wealth Monthly

LONE STAR

Real Estate Investor Magazines

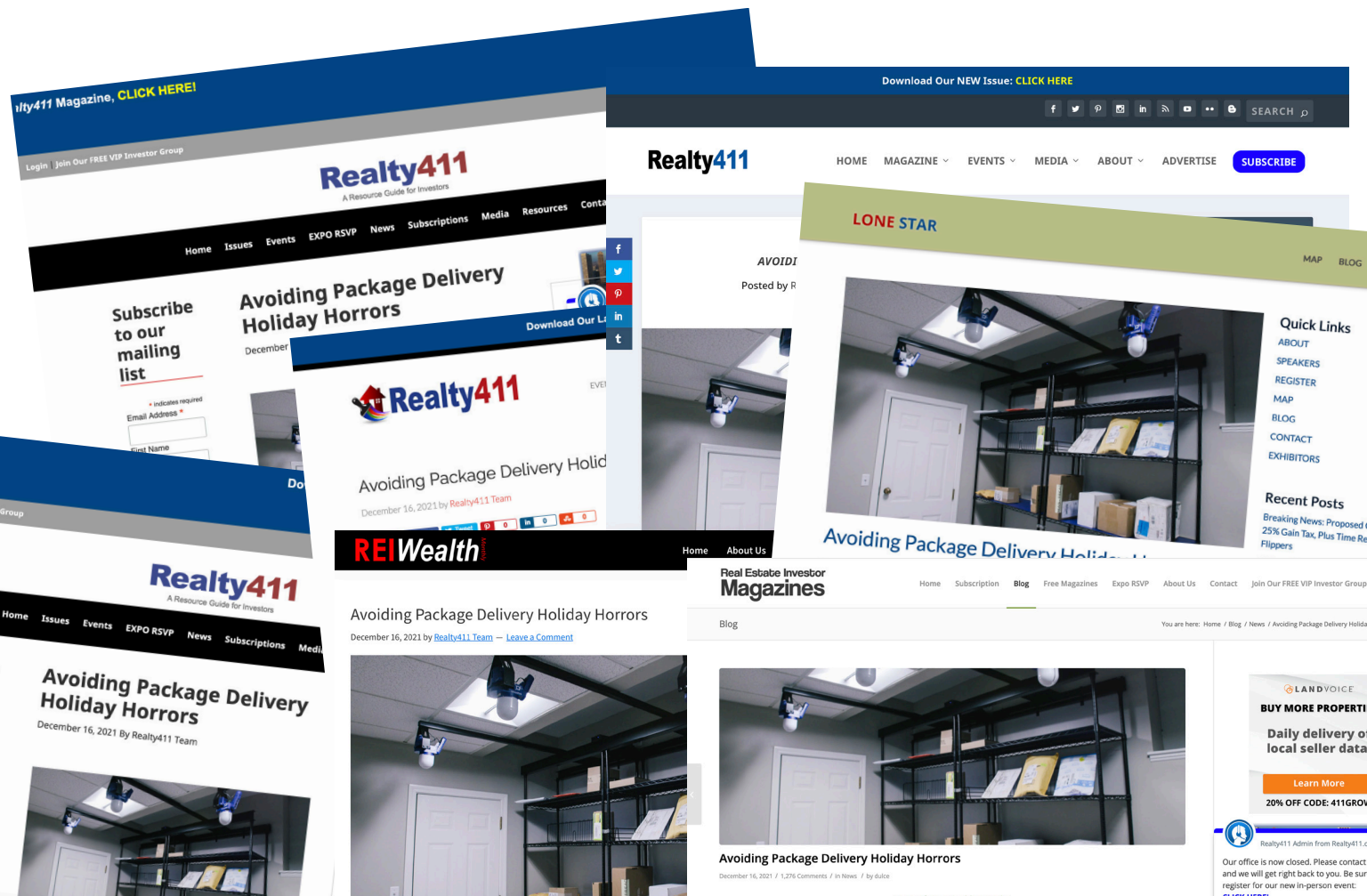
A real-life example:

BridgeView Marketing (BVM) pitched a seasonal story about holiday package volume increases, lobby theft and delivery headaches for their client, Position Imaging. Realty411, an online publication that assists investors in the acquisition, management and growth of their real estate locations, responded asking for a contributed article.

BVM interviewed Position Imaging's director of solutions, and in 30 minutes had the information needed to draft an interesting, articulate and informative piece an editor would be proud to showcase to readers. The article, "Avoiding Package Delivery Holiday Horror," appeared at Realty411 with five backlinks leading to various pages of the Position Imaging site—a good return on a single article! But that wasn't all the company got.

Editors from Realty411 liked the BVM article so much that they also published the article in their sister publications. In fact, five more separate publications ran the piece, each publishing an additional five backlinks driving hundreds of visitors back to Position Imaging's product pages.

Thanks to the combination of BVM's PR team and writers this one byline produced a total of 30 backlinks and was replicated across six individual publications—an outstanding return on the PR investment that will pay website visit dividends for the client, for many months to come.



Today, byline articles are the vehicles that carry backlinks to many potential customers. These backlinks will pay many dividends in the form of website visits over and over again.

These backlinks BVM placed led to a boost in Position Imaging's quality website visitors (defined by time on site and other page content consumed). Visitors that come to a company's website from online articles tend to be "stickier" visitors, and spend more time on that site—compared to "organic" visitors that might have stumbled upon the site and bounced right off it. These quality visitors already know what the company is about from reading a contributed article, and are making a conscious decision to interact with the byline's content to learn more about a product or solution.



However, in order to receive these dividends, you need to invest in a modern PR agency who has a combination of writers who understand your technology and PR practitioners who maintain press relationships with the few editors that still exist.

About Bridgeview Marketing

For more than a decade, BVM has established a virtual company, and—we did not need a global pandemic to push us into making the decision. Our inspiration came from lowering our costs to offer clients the same services high-priced agencies charge, but at steep discounts. We realized that if we avoid the big city, big office expenses we could avoid passing these costs onto our clients in the form of higher prices.

What this means to our clients is that our professionals did not have to adjust to a new working environment. BVM did not have to acquire new software to establish remote communication and work through operational challenges while leaning the systems. In 2010, we embraced omni communications and Google's business services to create a virtual PR, SEO, SEM company in the cloud. There were no on-prem servers, no legacy PBX systems, or expensive software stacks to pay for.

Most agencies had to pivot and make a big remote workforce adjustment—BVM simply conducted business as usual. Don't stand for legacy PR agency prices where you are forced to pay for their bloated assets. Align your needs with a nimble agency of experienced PR, SEO, and SEM professionals at one-third the price you have been charged in the past.

The New Normal For Most Agencies is BVM's Business As Usual.

Contact BVM to learn more about
our unique approach to earned media placements.



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