



ABC

AUTHORITY
BUILDERS CO.
DIGITAL PR

Digital public relations (PR) is a relationship-based link building strategy.

It opens the door to exposure on the internet's biggest publications and builds powerful, authoritative links.

Authority Builders targets major news outlets like The New York Times, San Francisco Chronicle, and The Daily Mail — prestigious publications far beyond the reach of ordinary marketers.



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HOW DOES IT WORK?

Digital PR is a three-step process:

- 1 We undertake extensive research on current events and data relevant to your niche.
- 2 We create a captivating, click-worthy story based on the interests of both your target audience and desirable media outlets.
- 3 Once you approve, we publish the feature on your website and reach out to journalists and authoritative outlets with the offer of early access to the story.



THE RESULT?

Dozens of links on high-authority media websites, increased brand awareness, and increased organic traffic to your online properties.



DIGITAL PR CASE STUDIES

The best way to show you what Digital PR from Authority Builders can do for your business is to share our methods and the results we achieved for three highly satisfied clients:

‘TOP STAG AND HEN LOCATIONS’ FOR BIG-COTTAGES.COM

One of our earliest success stories was with the accommodation provider, Big-Cottages.com.

Big-Cottages.com reached out for help with their first-ever link-building campaign.

We provided a custom Digital PR service which resulted in fantastic media coverage for their business.



WHAT WAS ACCOMPLISHED:

Our digital PR campaigns have two primary goals:

1. To engage your target customers through relevant content
2. To build authoritative white hat links through the content and our online media partners, boosting your reach and reputation.



Meeting these two goals is our criteria for success.

Once we identify your target audience and the kind of content your potential customers desire, we start to build out your custom digital PR strategy.

The target customer for Big-Cottages.com is someone interested in renting accommodation for large groups.

There's no bigger occasion than a wedding — and no group trip more exciting than one last hurrah before married life!

Using Big-Cottages.com's internal data, we looked at the most popular "hen" and "stag" party friendly destinations and their average cost.

We then created a data-backed guide for brides and grooms to plan their "last night of freedom."

We released the story during the lead up to Valentine's Day (when people are more likely to get engaged.)

The timing was perfect — our media contacts fell in love.



DIGITAL PR RESULT

Outputs

🏠 146 pieces of coverage – including national sites with a high Domain Authority, such as [The Mirror](#) (DR 90), [The Scotsman](#) (DR 85), and [Wales Online](#) (DR 82)

Outcomes

- 🏠 147 links to Big-Cottages.com
- 🏠 Average DR: 54
- 🏠 Pieces of coverage with a DR 70+: 22



'THE RISE OF HANGOVER CHILDCARE' FOR CHILDCARE.CO.UK

Childcare.co.uk is a leading platform for people seeking childcare providers.



WHAT WAS ACCOMPLISHED:

Childcare.co.uk informed us of a 500% increase in parents requesting babysitters to watch their kids for a few hours, early in the morning on specific days.

Approximately 1,800 parents booked childcare for these slots...

Requests spiked on 'Frantic Friday' (20th December; the day after the most popular night for office Christmas parties).

New Year's Day and the day after Christmas saw a similar upsurge.



We surmised that the most logical explanation for this trend was that parents were booking babysitters to look after their kids while they nursed hangovers.

Taking the angle of the story to the next level, we worked with the client to survey members and determine if 'hangover childcare' was a desirable option for parents.

The survey found that a third of parents admitted they "aren't good parents" while hungover, with 85% admitting they'd be interested in hangover childcare.

We distilled these results into a news story and issued it to our relevant contacts – and it yielded some remarkable PR dividends.

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DIGITAL PR RESULTS



Outputs

Coverage in titles – including **MSN**, **Yahoo** and **Daily Star**

Outcomes

87 links to **Childcare.co.uk**

Coverage linking from high Domain Authority sites – including **MSN** (DR 92), **Yahoo** (DR 92) and **Daily Star** (DR 83)

Average DR: 87

‘THE BIG QUARANTINE CLEAN’ FOR ONBUY.COM

We love nothing more than having a good ol’ dig into our client’s Google Analytics – it’s why we often ask to be added as users.

When we spotted a spike in traffic to OnBuy.com’s home and cleaning categories in mid-March 2020, we came up with an editorial idea to interest the press and created content to force the link back to OnBuy.com.

Reports of how long the COVID-19 coronavirus lasts on surfaces were highly newsworthy at this time...

As a result, people were cleaning and disinfecting their homes more thoroughly than ever before.

The spike in traffic for cleaning products coincided with the beginning of lockdowns.





WHAT WAS ACCOMPLISHED:

We conducted a survey on the cleaning habits of people in the UK before and after lockdown.

Additionally, we researched the most common household chemicals and how people could be putting themselves at risk through incorrect use.

The result was a link-magnet guide detailing the most dangerous cleaning mistakes people make, and the household chemicals that you should never mix.



DIGITAL PR RESULTS

Outputs

🏠 237 pieces of UK-wide coverage – with pieces including **Metro** (DR 89), **Express** (DR 89), **The Scotsman** (DR 85), and **Yorkshire Evening Post** (DR 76).

Outcomes

- 🏠 120 do-follow links to OnBuy.com
- 🏠 Average DR – 54
- 🏠 59 pieces of coverage with DR 60+ –

GET STARTED WITH AUTHORITY BUILDERS DIGITAL PR

ABC PR leverages innovative media strategies and influential contacts to take your website's exposure and link building to the next level.

To find out what we can do for you, simply **[fill out this form](#)** and start your digital PR journey today!

