

### Campaign: “Sue Atkins – Parent Coach”



I was approached by Sue Atkins to position her as an expert source of information and comment on parenting in the UK and overseas. Sue’s overriding desire was to be interviewed on national TV.

#### Business Objectives

– see Outputs & Outcomes for results

- Position Sue as a sought-after parenting expert by the media and parenting sector. ACHIEVED.
- Systemise PR/Marketing activity to ensure a consistent flow of information reaches target audiences. ACHIEVED.
- Increase traffic to the new website to encourage sales of products and services. ACHIEVED.

#### Marketing Objectives

– see Outputs & Outcomes for results

- Establish Sue as an expert source of information and comment on parenting in the UK and overseas. ACHIEVED.
- Create and maintain effective relationships with key journalists and publications encouraging them to seek comment. ACHIEVED.
- Maintain ongoing relationship with current/past clients to encourage them to buy products/services. ACHIEVED.

#### Strategy and Tactics

Structure and consistency were key in positioning Sue as the ‘go-to’ parenting coach for expert comment and opinion. It was important to keep her at the forefront of people’s minds. A schedule of activity around an editorial calendar focused on a different subject every month. Each month, a news release was issued (via email and online portal), a feature article was available, blog posts written, tweets sent, Facebook alerted and a newsletter issued.

This activity was supplemented by ad-hoc PR plus Sue’s own daily blogging and tweeting to drive traffic to her website.

#### Outputs

**Website** - 6 months after website launch: monthly visits averaged 73% increase; home, blog and products pages consistently the top three visited; page views increased from a monthly average of 3,270pm to a peak of 10,017; website began to rank on first 2 pages of Google for generic terms (parent coaching, parenting tips) for the first time – all traffic was PR driven.

**Media Coverage** – the target was 5-10 pieces per month in target trade media - an average of 16 was achieved. Plus 20 print; 158 online, 12 blogs, and 31 radio interviews all across local, national and overseas media; and ... 2 TV interviews (BBC).



#### Outcomes

- The parenting expert for a new online parenting tool – KidsPoints.
- Judge for National Family Week, also the parenting expert on their website & expert voice for national and regional radio interviews.
- Parenting expert for *Oilatum cream* to launch their national survey results to the media.
- Regularly used as a parenting expert on BBC Radio 2’s Jeremy Vine Show plus slots on City Talk (Liverpool) and BBC Brighton’s WAG Show.
- Parenting expert to promote the Bounty.com breastfeeding video.
- Parenting expert in the pilot for a new parenting TV show – subsequently not commissioned.