

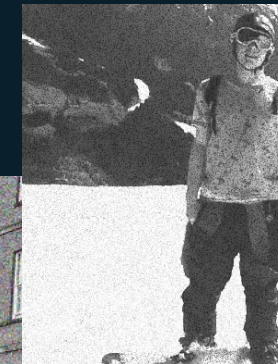
It's been a good week!

- **Best Large Paid Media Agency**
- **Best Shopping Campaign**
- **Best Retail Campaign**
- **Best Use of Conversion Attribution**



Introduction to digital marketing techniques & what's new in each channel

Ann Stanley – 24th March 2023



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Introduction

Ann Stanley
Founder & CEO



This presentation
was a team effort



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Our team



Ann Stanley
Founder & CEO



Darren Wynn
Managing Director



Angie Longman
Operations Director

Directors



Ange Padfield
New Business



Katie Downing-Howitt
Marketing & Training



Holly Kelly
Paid Media



Ed Truman
Analytics & Data



Thom Shardlow
Creative Strategy



Brad Longman
SEO



Emil Ougendal
Social



Katie Ford
PR & Content

Commercial & Strategy Team



Rajal Prajapat
Client Services



Mark Janes
Client Account



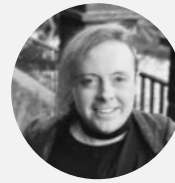
András Lorinczi
Creative



Amy Hayward-Paine
PR & Content



Rachel Cryan
Social



James Allen
Analyst & SEO



Jordan Munton
Paid Media

Technical & Support Team



Ebony Hutt
PR & Content



Anna Lomax
Social



Pete Keyworth
Paid Media



Zak Averre
Content



Gurpreet Purewal
Marketing



Lucy Hammond
Training & Events



Salema Khatun
Employer Liaison

Thanks to our technical strategists



Paid Media

Holly – Paid Media

Emil – Paid Social

Owned & Earned

Brad – SEO

Katie – PR & Content

Technical

Ed – Measurement & reporting

James – Use of AI

Strategy & Delivery

We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

Services ↗

Analytics

Creative

Paid Media

PR & Content

SEO

Social Media

Training

Outcomes ↗

Consultancy

Strategy

Lead Generation

eCommerce

Technical Support

Reporting

Client Services

Channels & services



Paid

Paid search
Paid display
Paid social
Affiliates
Shopping
Marketplaces
TV & radio



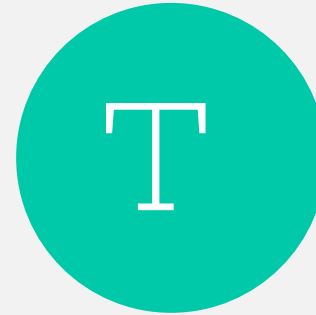
Owned

SEO
Content marketing
Social Media
Email
Marketing automation
Webinars & events



Earned

Digital &
Traditional PR
Social Media
Reputation
Management
Thought leadership
Influencer marketing
Reviews
Testimonials



Technical

Hybrid media
Voice search
Use of AI/ML
Tracking & tagging
CRO



Insights

Audience insights
Competitive audits
Site audits
CRO audits
Analytics & data
insights
Data visualisation
Data integration



Creative

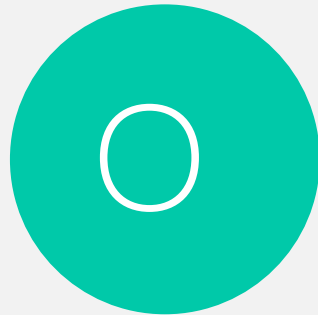
Branding
UX audits
Creative Assets
Social ads
Video

Channels & services



Paid

Paid search
Paid display
Paid social
Affiliates
Shopping
Marketplaces
TV & radio



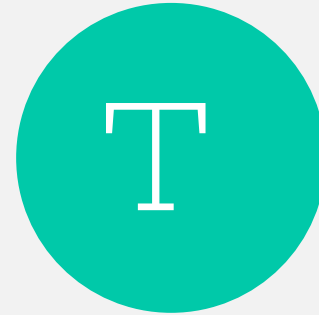
Owned

SEO
Content marketing
Social Media
Email
Marketing
automation
Webinars & events



Earned

Digital &
Traditional PR
Social Media
Reputation
Management
Thought leadership
Influencer marketing
Reviews
Testimonials



Technical

Hybrid media
Voice search
Use of AI/ML
Tracking & tagging
CRO



Insights

Audience insights
Competitive audits
Site audits
CRO audits
Analytics & data
insights
Data visualisation
Data integration



Creative

Branding
UX audits
Creative Assets
Social ads
Video

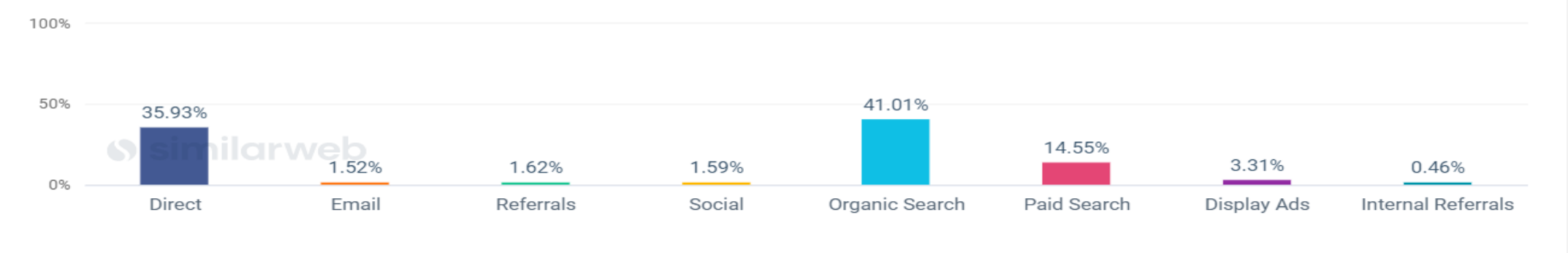
Poll

Which digital marketing channel do you think drives the most visitors (or traffic) to your website?

Source of traffic by website

type

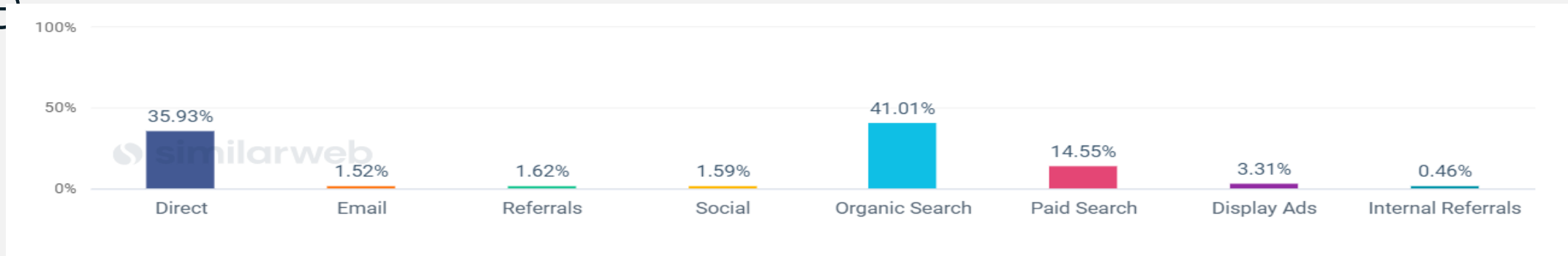
Home &
garden -
ecommerce



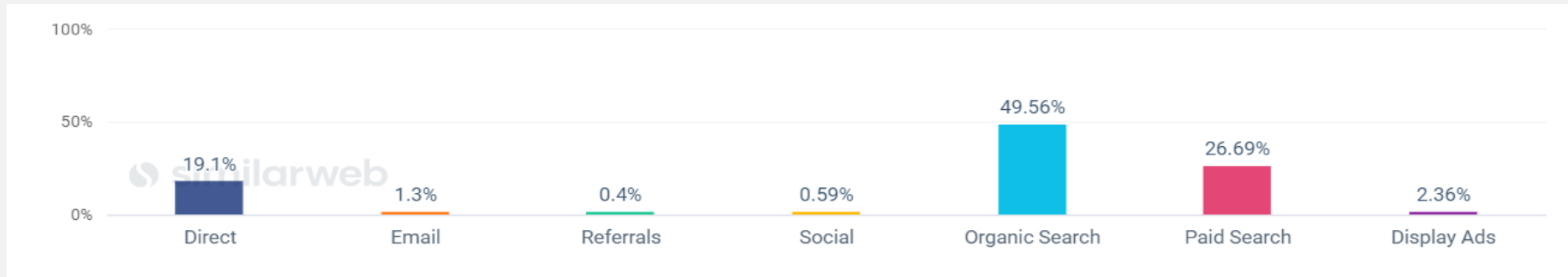
Source of traffic by website

type

Home &
garden -
ecommerce



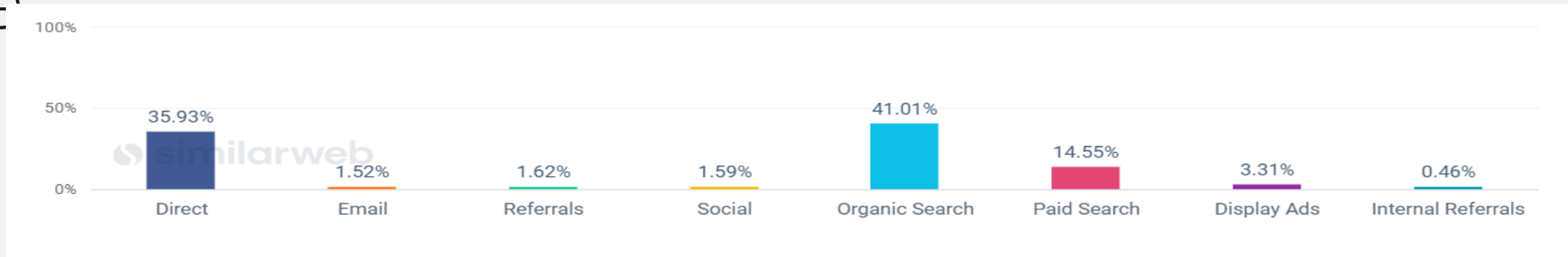
Doors &
windows -
mixed



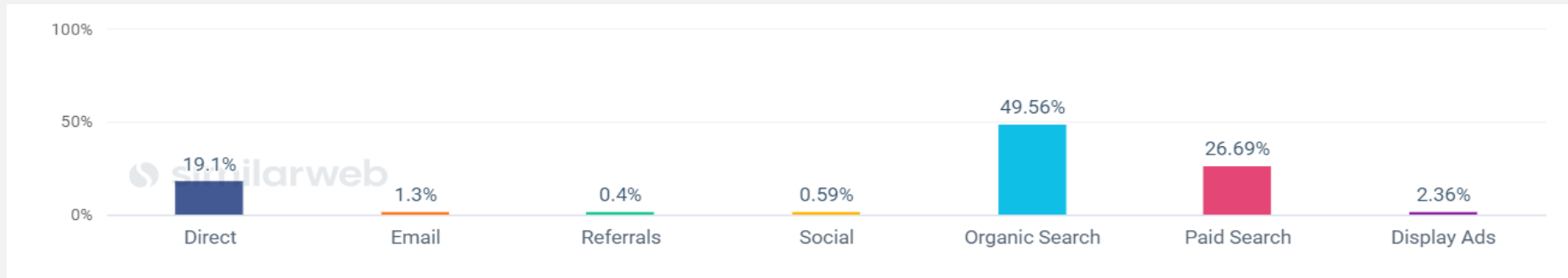
Source of traffic by website

type

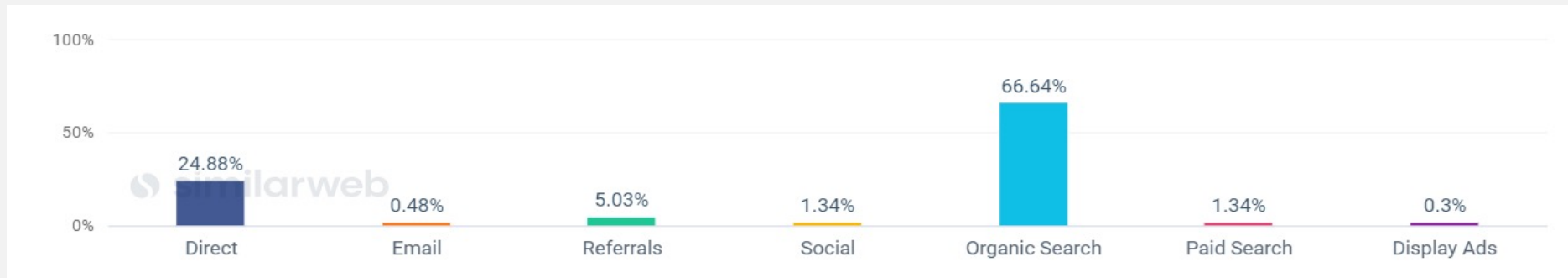
Home & garden - e-commerce



Doors & windows - mixed



Solicitors - lead generation



Paid media

Paid media

Paid Media

[Our Approach >>](#) [Case Studies >>](#)

Discovery

[Audits & Consultancy >>](#)
[Strategy & Planning >>](#)

Launch

[Paid Search >>](#)
[Paid Social >>](#)
[Paid Display >>](#)
[Shopping & Marketplace >>](#)
[Audio, TV & Outdoors >>](#)

Optimise

[Optimisation >>](#)
[Remarketing >>](#)
[Local & International >>](#)

Manage

[Campaign Management >>](#)
[Affiliate Marketing >>](#)
[Reporting >>](#)

PPC Platforms (Google & Bing etc.)

Search or text ads

Search ads provide an unrivalled opportunity to reach users at the point in which they are searching.

The primary channel associated with search is Google Ads, but other channels such as Microsoft Ads (which also powers DuckDuckGo) are available.


The benefits of search ads include:

- ↗ Immediate deployment
- ↗ Scalability
- ↗ Control costs
- ↗ Flexibility

An integrated search strategy can help:

- ↗ Search ads can benefit from a combined SEO & content strategy to improve website performance.
- ↗ This also helps Dynamic Search Ads (DSA's), which are text ads created dynamically & in bulk (could be considered paid SEO)

Sponsored

 Moda Furnishings
<https://www.modafurnishings.co.uk> › spring-savings


Up to 30% Off Spring Savings - Hurry, Ends In 17 hours

Save Up to 30% Off Selected **Garden Furniture**. Hurry, Ends In 17 hours. High Quality All Weather **Furniture** Online Or Instore. Designed For All Year Round. 0% Finance Available. Premium Service. Free 7 Year Guarantee. Extra 10% Off -...

★★★★★ Rating for modafurnishings.co.uk: 4.5 - 128 reviews

All-Weather Furniture
Garden Furniture That Can Be Left Out All Year Round. Shop Today!

Garden Furniture Sets
All-Weather Garden Furniture Sets. Shop Now & Receive Fastest Delivery



Shopping ads

Shopping ads allow you to reach high-intent users as they are searching for products in Google or Bing.

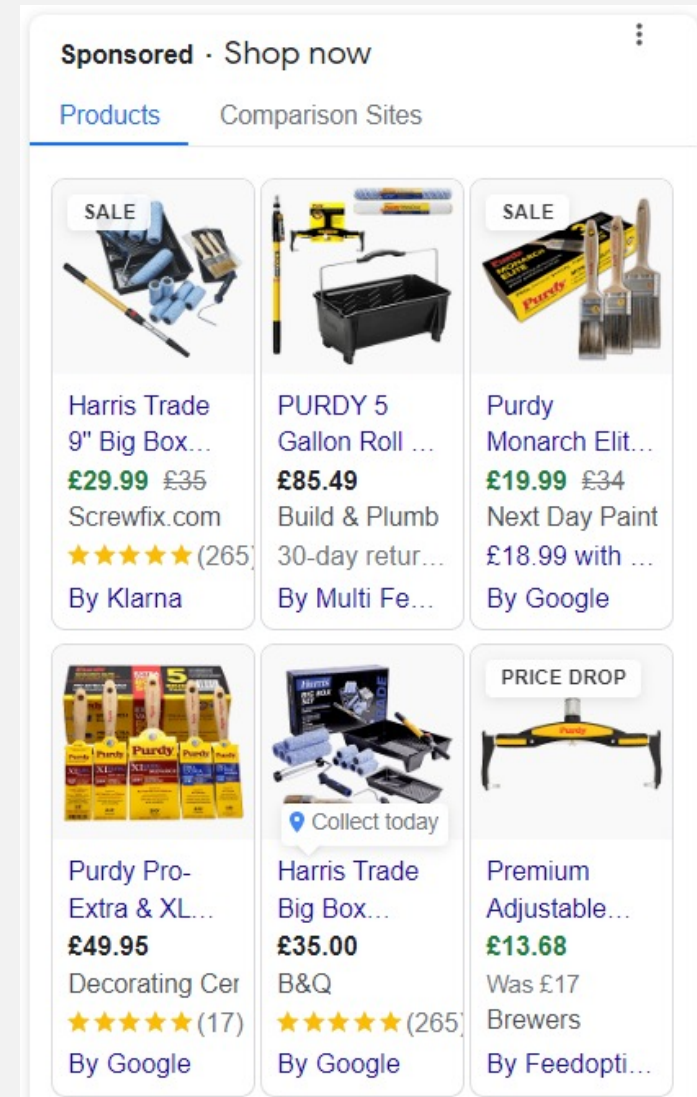
In Google you have 2 options for shopping ads:

- Standard shopping
- Performance Max

You can also use shoppable display and video ads which showcase products to users based on either:

- Products they have viewed on site (dynamic remarketing)
- Products in video content they are viewing (as defined by you)

Shopping ads are powered by a product feed, and ensuring this feed is correctly optimised is crucial for long term success and competitive advantage.



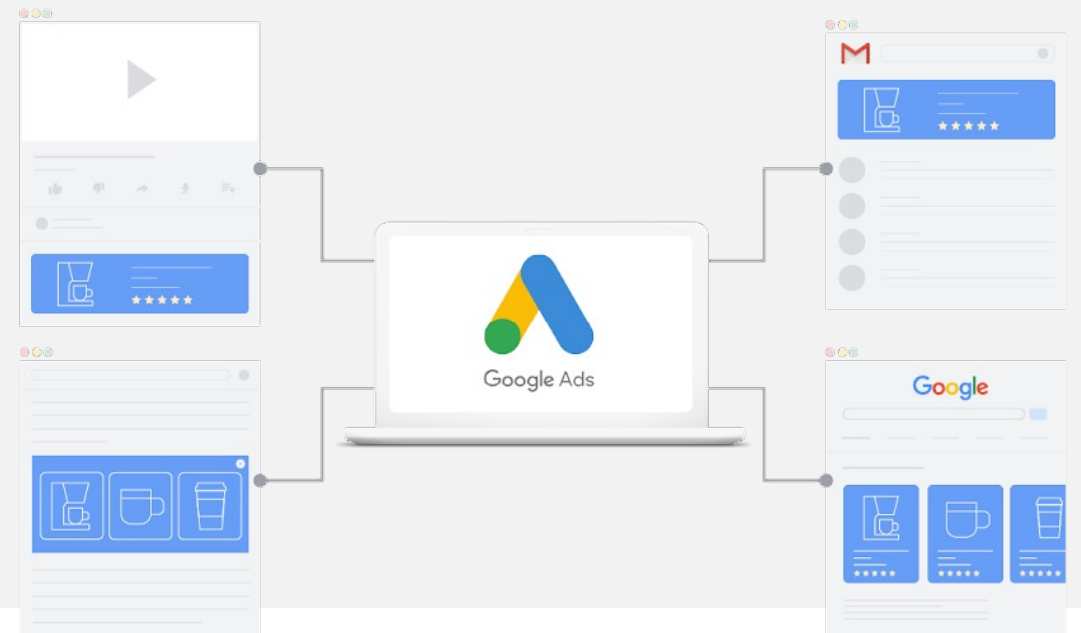
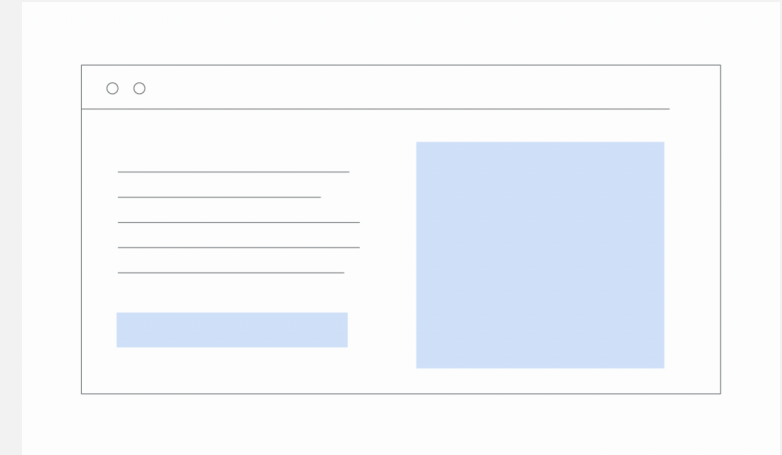
Display ads

Display ads are a visual ad format that appear across 3rd party websites, apps, gmail and YouTube.

Display ads are available directly within Google Ads and Microsoft Ads but are also available through programmatic and demand side platforms as well. Platforms include Perfect Audience or Google Marketing Platform.

The key to success on display is:

- Understanding your audience
- Understanding the role of display
- Understanding the funnel stage of the audience
- Developing the right message for the right audience and funnel stage
- Creative
- Call to action



YouTube ads

Video ads have become a huge part of a digital marketers tool kit and allows you to engage audiences in a visual and engaging format.

YouTube allows you to reach new users and re-engage returning ones, and you should build your strategy and creative around this.

You should use YouTube ads as part of a full funnel strategy.

- Find your target audience with low cost video view ads
- Add viewers a remarketing audience
- Show a sequential ad for conversions

The key to YouTube ads is ensuring an effective remarketing follow up through video views retargeting.



What's new in PPC

PPC in 2023

- Ensuring correct and full tracking setup
 - Ensuring the use of Google Ads conversion tag (stop relying on imports from Analytics)
 - Enhanced conversions
 - Moving tags server-side
 - Importing offline sales data
- Provide high quality data and assets
 - Utilising video creative for full funnel targeting
 - From your website or in your product feeds
 - Using customer/conversion data
- Utilising automation and AI to create efficiencies,
 - ChatGPT for creating ad text
 - Profit-based bidding for ecommerce sites

Specialist PPC platforms

Specialist PPC platforms

- Reddit
- Quora
- Metro
- Trip Advisor
- Outbrain
- Criteo
- Taboola
- Ad roll
- Apple (for promoting apps)

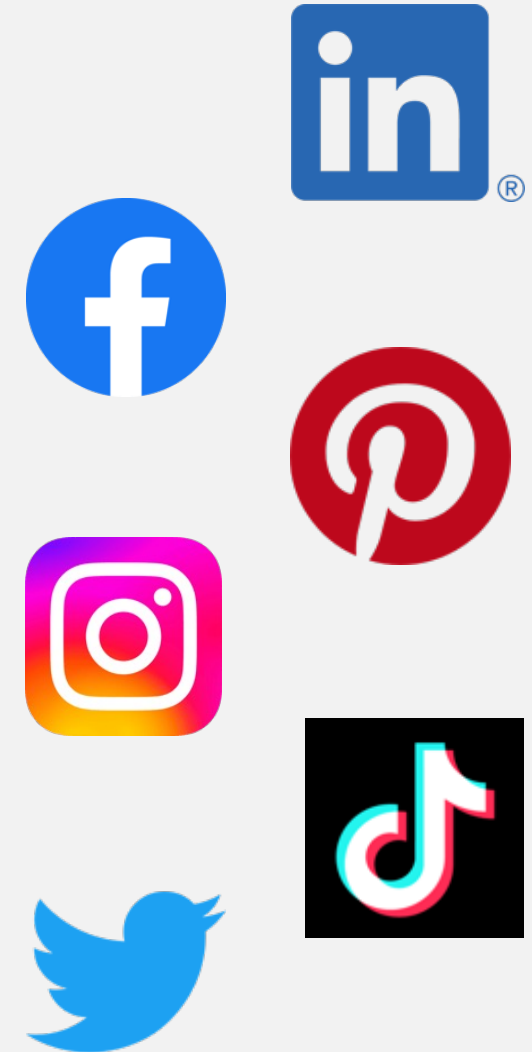
Paid Social

Platforms

- We work on several different platforms but have different strategies for each.
- We help clients get the best results from each platforms by providing up to date data and research covering everything from creative best practices, to finding the latest ways of targeting relevant audiences.

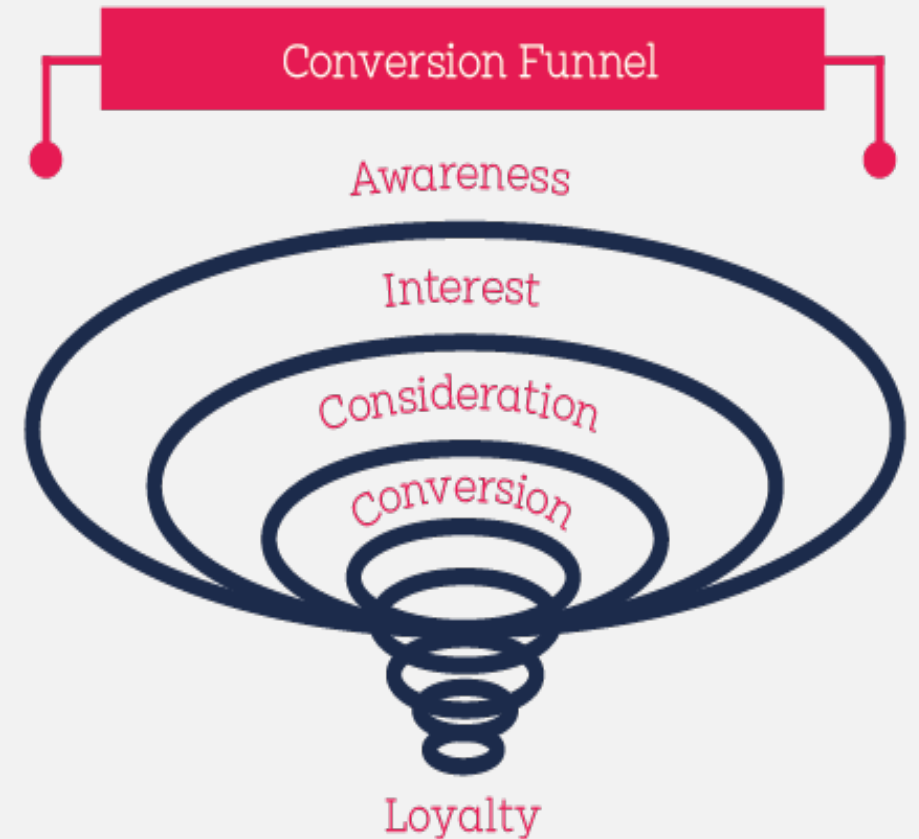
The main platforms we currently service on are:

- Meta
 - Facebook
 - Instagram
- LinkedIn
- Pinterest
- TikTok
- Twitter



Campaign objectives

- At Anicca we run social media ads for a great variety of clients, including both B2B and B2C.
- Our social media approach revolves around catering the service to the client's objectives, by selecting the platforms and campaign objectives based on short-term and long-term goals.
- Social media advertising offers the opportunity to target markets at all stages of the marketing funnel.



Creative ads (used in most campaign types)

- Creative ads have more potential from branding lead generation perspectives.
- At Anicca, we combine creativity with numbers to cater creatives for the desired objectives.
- Our creative services allow us to present the thinking visually, but we are just as happy to work with in-house and external creative agencies to optimise the ads to different platforms and goals.

Benefits

- Greater ability to build brand
- Highlights key messages more effectively
- Opportunity to stand out
- Used for numerous objectives



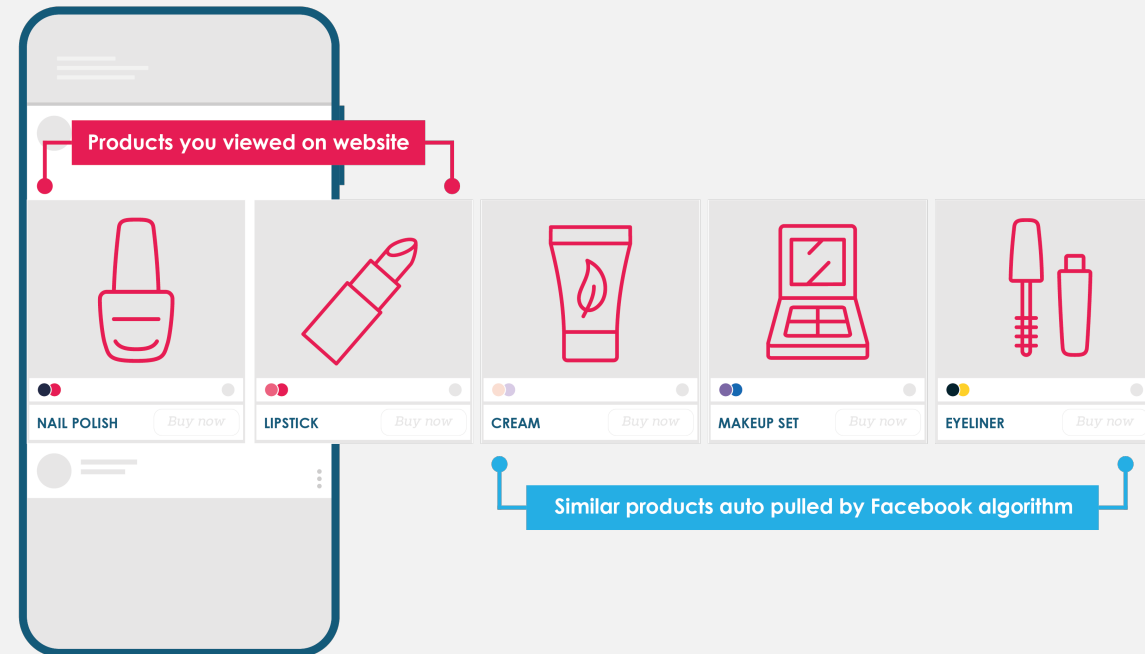
The image shows a creative advertisement for Google Analytics 4 migration. It features a bar chart icon with three bars of increasing height in orange and yellow. A yellow circular badge in the top right corner contains the text '4 months left!'. The main text reads 'Are you ready for Google Analytics 4? Deadline 1st July 2023.' Below this, a smaller line of text states 'Universal Google analytics will stop collecting data in just 4 months. Make use of our limited time GA4 migration package today'. The Anicca logo is in the bottom left, and a dark blue button with the text 'Get in touch' is in the bottom right.

Catalogue ads

- Catalogue ads tend to offer the greatest ecommerce sales results on social media.
- The ads tend to be dynamic, which means they are catered to each individual.
- Catalogue ads can be combined with more creative aspects in the shape of collection ads.
- Collection ads feature an image or video above a selection of products.

Benefits

- Lower average cost per click (CPC)
- Lower average cost per purchase
- Lower maintenance due to dynamic aspect



Audience targeting

Detailed (layered) targeting based on :

- ↗ Demographics - location, age gender
- ↗ Interests – hobbies,
- ↗ Behaviour – recent browsing behaviour

Special categories for:

- ↗ Credit
- ↗ Employment
- ↗ Housing
- ↗ Social issues, elections & politics

Custom audiences

- ↗ Engagement on platform
- ↗ Pixel (website based)
- ↗ Uploaded lists
- ↗ Lookalike audiences (similar to audiences created earlier)



Remarketing

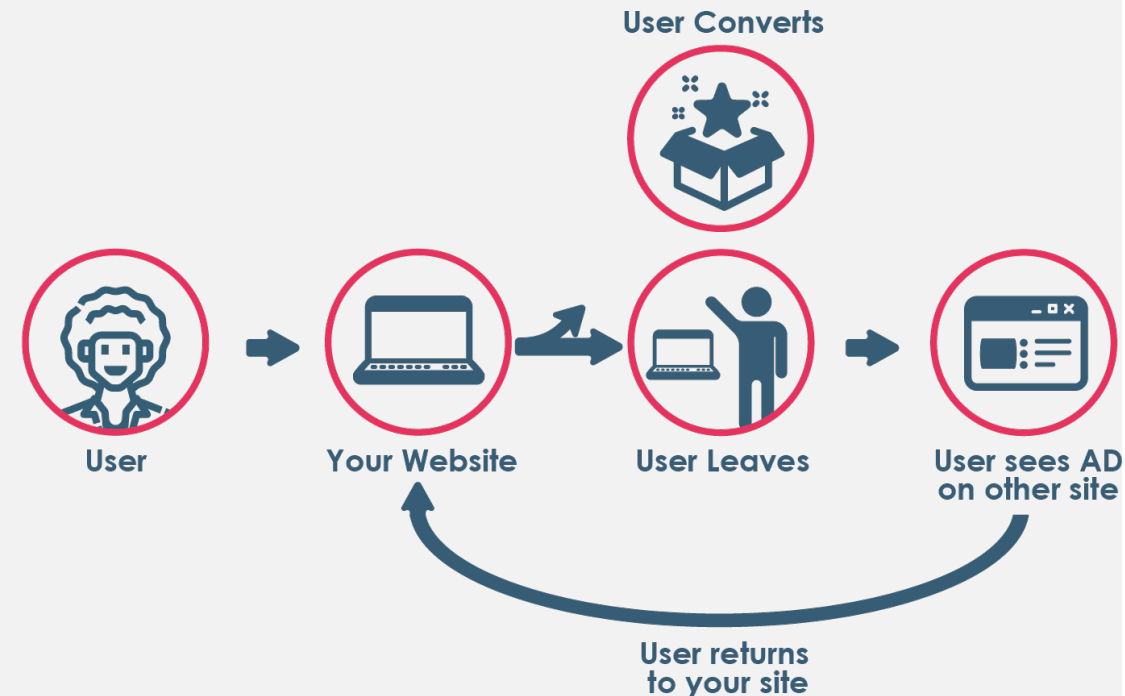
Remarketing is one of the most effective types of targeting and is an essential part to most online businesses' digital marketing strategy.

It essentially means re-engaging your audience depending on actions taken, the actions can include:

- Visited a website...Or a specific page on your website
- Purchased or abandoned a product in their cart
- Time spent on your website
- Viewed X% of a video
- Engaged with a page, post or ad

These audiences are classified as warmer thus the conversion rate tends to be higher.

Website remarketing is the most used type of retargeting. Serving users adverts that are designed to make them revisit.



What's new in Paid Social

Paid social in 2023

Ensuring correct and full tracking setup

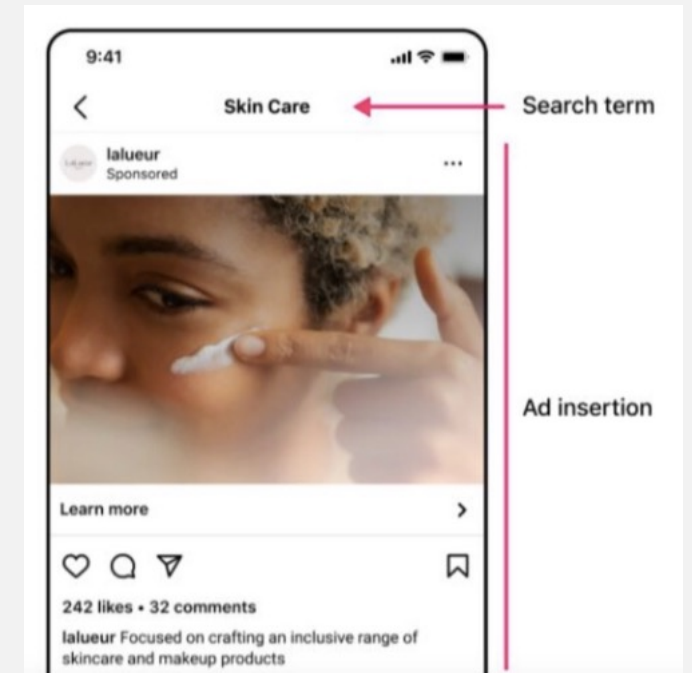
- Moving tracking pixels / tags to the server
- Use of Conversion APIs – Likely to replace pixels on Meta in 2024

Utilising automation and AI to create efficiencies e.g ChatGPT for ad creation

Utilising video creative for full funnel targeting and sequential campaigns (remarketing to video viewers)

Platform innovation

- LinkedIn sunsetting messaging ads. To be replaced by June
- Reels continue to dominate Meta
- TikTok developing as a search engine – opening opportunities for paid search and paid social collaborations
- New Instagram search ads – announced this week



Shopping (Commission or CPA platforms)

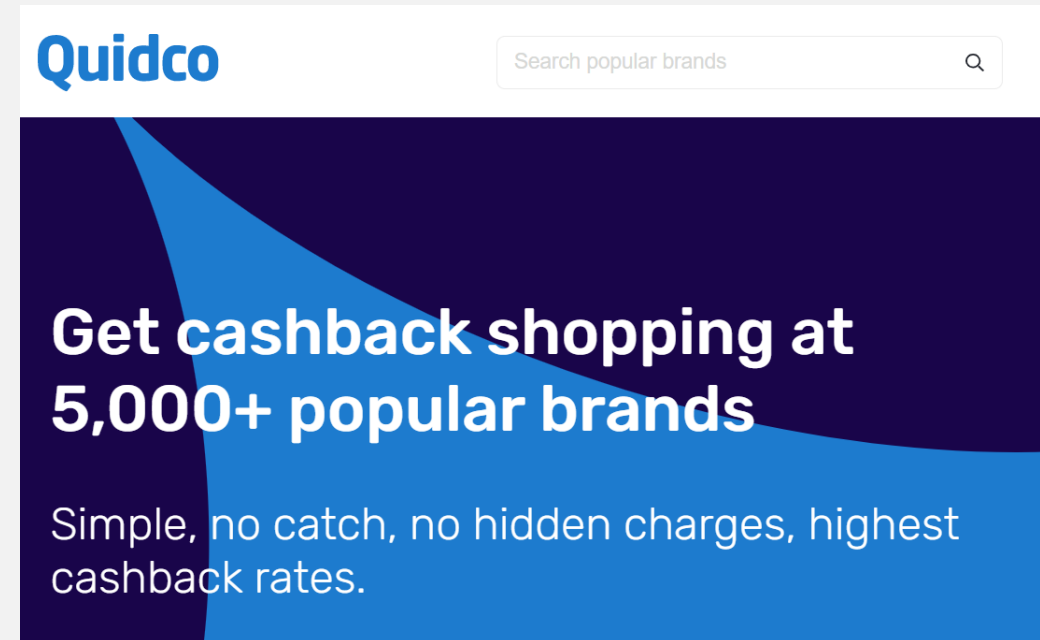
Affiliate Marketing

Affiliate marketing is a tactic used to utilise 3rd party websites and influencers to promote your products (or service) to their own customers and followings, and only pay when a sale or lead occurs.

It is most commonly used for ecommerce businesses but can be utilised in some scenarios for lead generation as well.

It is a cost effective digital marketing tactic as:

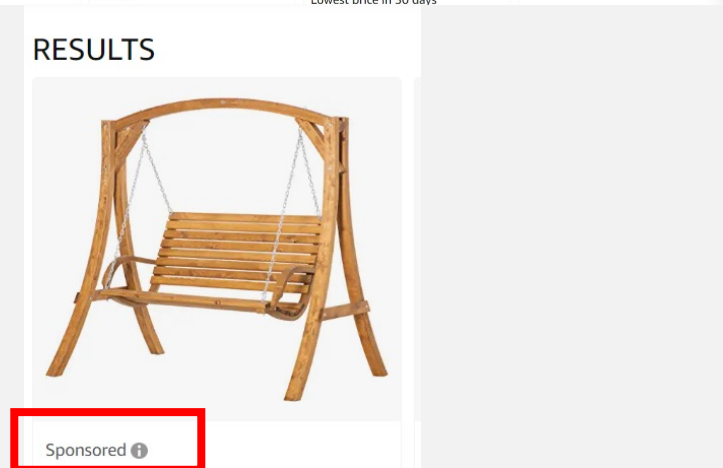
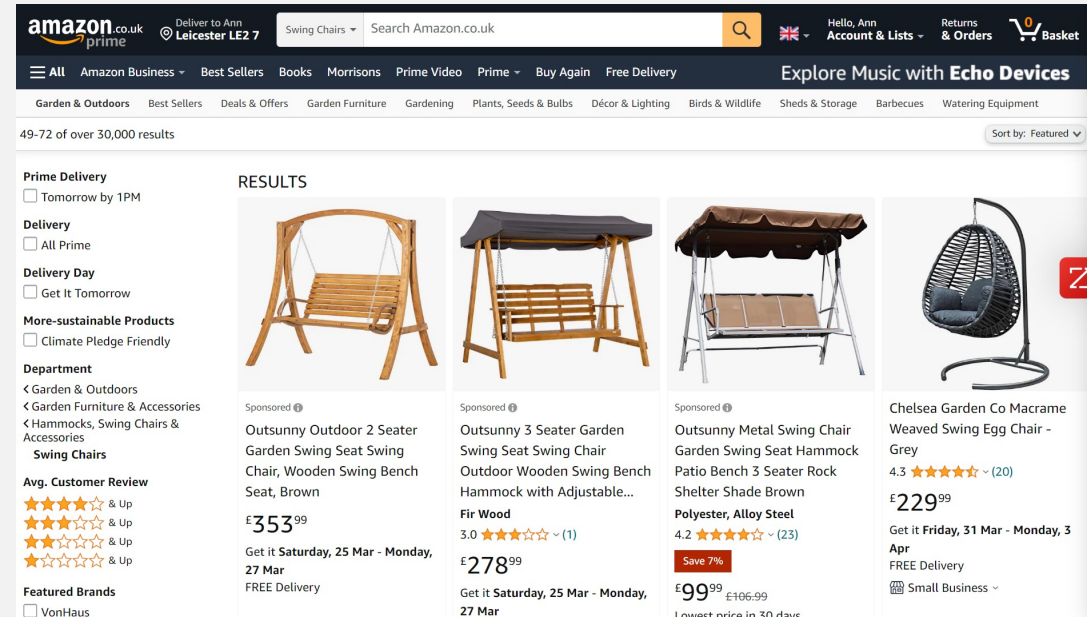
- Only pay commission when a sale occurs
- You set the level of the commission typically between 4% and 10%
- Also pay monthly and network fee, but can still be very cost-effective
- Opportunity for scalability with higher input and nurturing



The image shows a screenshot of the Quidco website. At the top left is the Quidco logo in blue. To its right is a search bar with the placeholder text "Search popular brands" and a magnifying glass icon. Below the search bar is a large promotional banner with a dark blue background and a lighter blue curved shape on the left. The banner text reads: "Get cashback shopping at 5,000+ popular brands" in white, followed by "Simple, no catch, no hidden charges, highest cashback rates." in a smaller white font.

Marketplace Ads

- Marketplace ads are ads across the likes of Amazon and eBay. You can use these ads to supplement your organic listings to increase product visibility and sales.
- Ads on marketplaces are charged on a click basis in general, but sales are still subject to the platform commission costs on top of this.
- Similar to search and shopping ads across Google and Bing, marketplace ads offer a great opportunity to reach potential customers at the point of demand.



Creative for paid media

Creative for paid media

Creative Services

Case Studies >>

Discovery

UX >>

Site Mapping >>

Wire Framing >>

Launch

Creative Content >>

Branding & Logo Design >>

Rebranding >>

Brand Guidelines >>

Optimise

Brainstorming & Ideation >>

Content Pillars >>

Landing Page Design >>

Website Design >>

Manage

AB Testing >>

Social Media Content >>

Owned Media

Owned media - Social

Search Engine Optimisation

[Our Approach >>](#) [Case Studies >>](#)

Discovery

[Audits & Consultancy >>](#)

[Strategy & Planning >>](#)

Launch

[Technical SEO >>](#)

[On-Page SEO >>](#)

[Link Building >>](#)

[Site Launch & Migration >>](#)

Optimise

[Local SEO >>](#)

[Ecommerce SEO >>](#)

[International SEO >>](#)

Manage

[Campaign Management >>](#)

[Reporting >>](#)

Owned media – SEO & Content

Search Engine Optimisation

[Our Approach >>](#) [Case Studies >>](#)

Discovery

[Audits & Consultancy >>](#)
[Strategy & Planning >>](#)

Launch

[Technical SEO >>](#)
[On-Page SEO >>](#)
[Link Building >>](#)
[Site Launch & Migration >>](#)

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[Ecommerce SEO >>](#)
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[Campaign Management >>](#)
[Reporting >>](#)

Owned Media - SEO & Content

Search Engine Optimisation (SEO)

SEO is the process used to get websites (and other content) ranked more highly in organic (or free) listings in the search engine results (i.e. organic visibility)

It is often the biggest driver of traffic to websites for a wide range of businesses, both B2B and B2C, lead generation or ecommerce.

The main aspects of SEO projects include:

- Technical SEO
- On-page SEO
- Off-page SEO or Link Building



SEO process

We cover all aspects of SEO and tailor strategies depending on what your website requires, this could include:

- Auditing
- One-off Consultancy & Strategy
- Site Migration and Site Launches
- International SEO
- Local SEO
- Technical SEO
- On-page SEO
- Off-page SEO - Link Building
- Ongoing content creation & authority building

The image shows a Google search for 'anicca digital'. The search results include:

- Anicca Digital** (https://anicca.co.uk): A Multi-Award-Winning Digital Marketing Agency based in Leicester, driving leads and sales via multi-channel campaigns (PPC, SEO, Content, PR and Social). You've visited this page many times. Last visit: 13/12/22. Includes links for Training & Qualifications, Are you ready for Google Analytics 4?, Careers & Vacancies, and Meet The Team.
- LinkedIn** (https://uk.linkedin.com/company/anicca-digital): Anicca Digital is an independently-owned, award-winning digital marketing agency based in Leicester. We were established in 2007, by our founder and ...
- United Kingdom Government** (https://find-and-update.company-information.service.gov.uk/): ANICCA DIGITAL LIMITED overview - Companies House. ANICCA DIGITAL LIMITED - Free company information from Companies House including registered office address, filing history, accounts, annual return, ...

On the right side, there is a business profile for Anicca Digital with a 4.9 star rating from 42 Google reviews. It includes service options, address (1 Abbey Gate, Leicester LE4 0AA), hours (Closed - Opens 8:30 am), phone number (0116 254 7224), and appointment link (anicca.co.uk).

Technical SEO

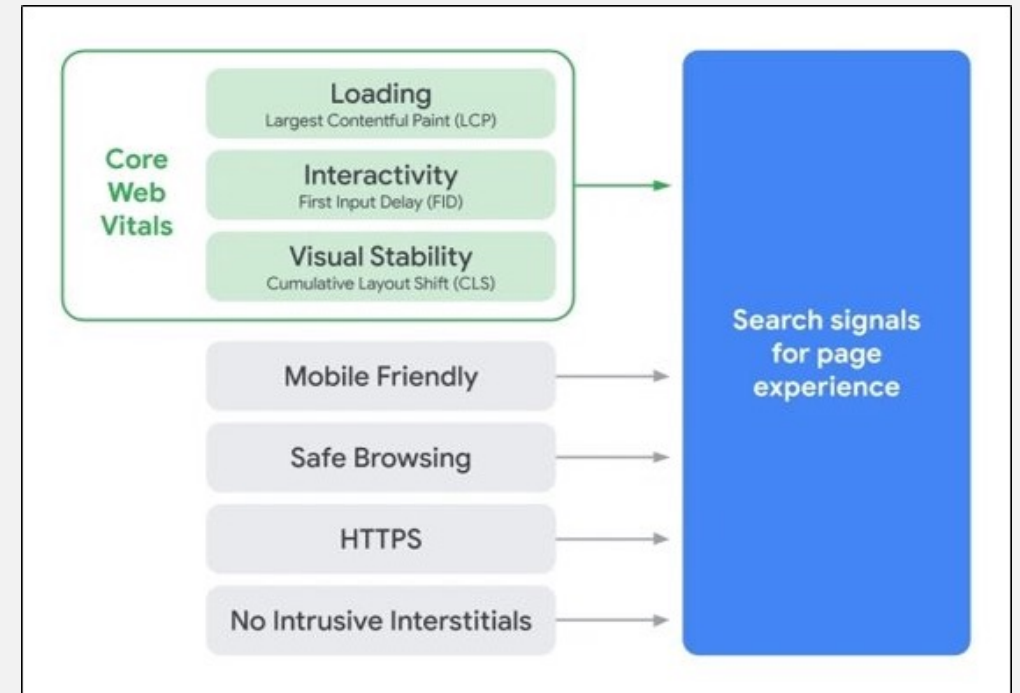
Anicca includes technical SEO in all campaigns. We will audit your website to find any areas of weakness which could result in poor organic performance

Our technical audits include:

- Meta data Analysis
- Indexation Analysis
- Content Duplication and Cannibalisation
- Site speed and Core Web Vitals Analysis
- Response code checks (200, 301 redirects, 404 errors, server errors)

This is presented in a couple of documents, a long-form PDF/Word Doc which will have in-depth analysis. Also included will be a spreadsheet/Google sheet with a list of issues and priority fixes with a short summary which can be shared with developers.

Our technical SEO audits can also be requested as a one-off piece of work which can be quoted individually based on your website size and CMS.



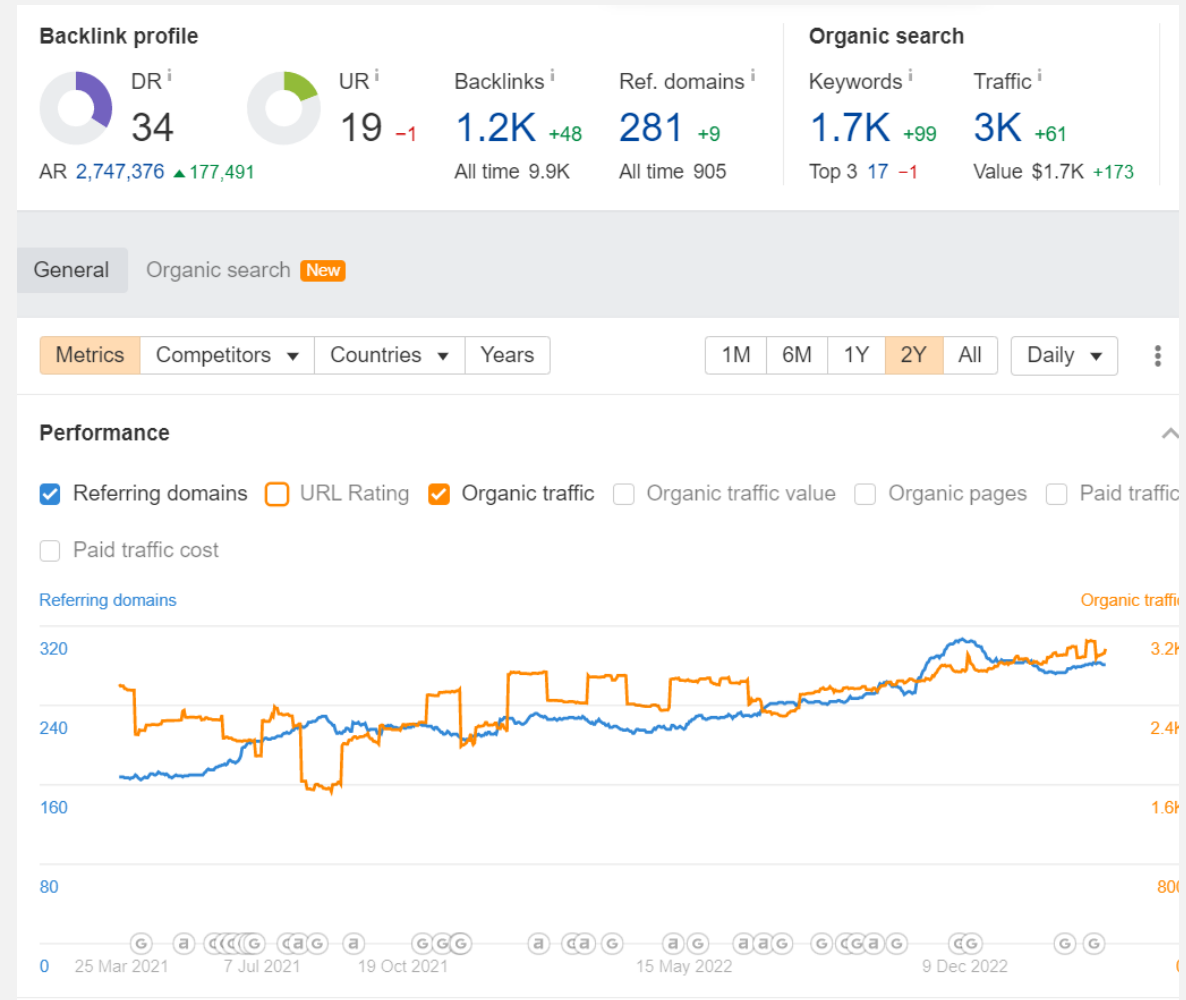
Off-Page SEO

We also provide off-page SEO as part of our SEO campaigns, this includes finding relevant linking opportunities to help improve domain authority.

The higher your domain authority, the easier it becomes to rank for more competitive keyphrases. Our SEO team work in partnership with our PR department to create the best strategy.

Off-page Optimisation services include:

- Link Analysis
- Competitor Analysis
- Citation building
- Media list creation
- Content outreach
- Broken link building



Content Services

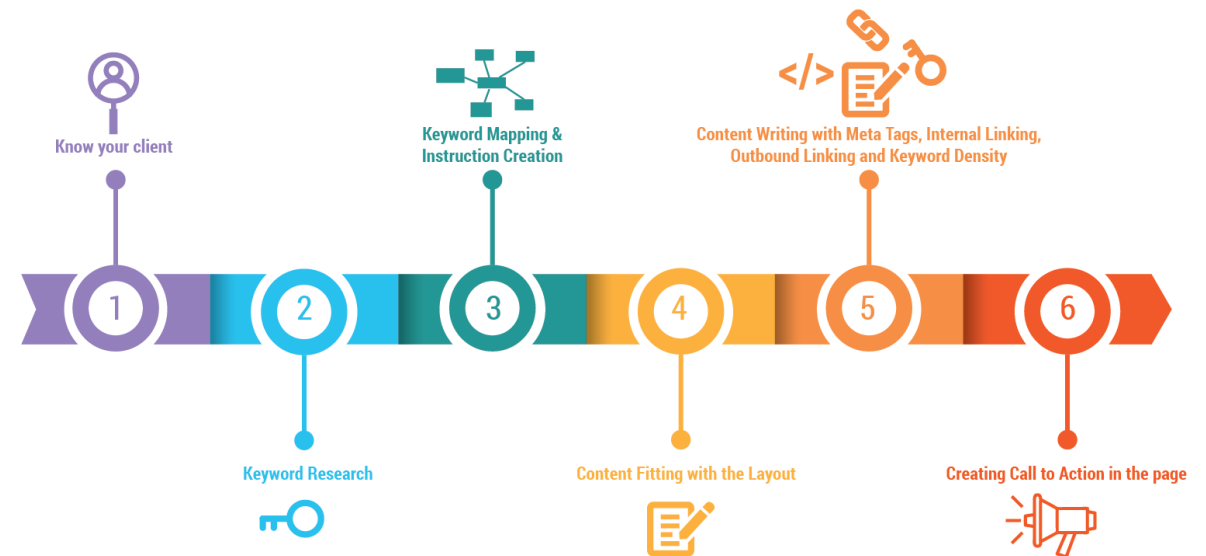
As part of our SEO service we have a dedicated content team who build strong, creative and SEO driven content to drive the on-page optimisation, following the research stage.

At Anicca Digital, we take the time to understand your audience, hone your tone of voice and craft creative content for consumers to inform them of your offering with clarity and keep them engaged.

For SEO, it's key that content is structured in the right way and keywords are integrated seamlessly to help with organic visibility and rankings in Google.

We can also conduct a full content audit and strategy, which helps to ensure that key messages and brand voice is translated effectively, whilst understanding where you are in relation to your competitors.

CONTENT OPTIMIZATION PROCESS



What's new in SEO & Content

SEO and Content in 2023

At Anicca we're always striving to improve service levels and build our knowledge. We embrace new technologies and continue to work in an integrated manner across the business. In terms of SEO, we're currently utilising new technology and forming new ways of working, including:

Some of our latest improvements include:

- ↗ **New SEO strategy services**
- ↗ **Improved reporting**

SEO Strategy Services

Our SEO services are evolving. As an integrated agency we believe in the importance of working together.

Our technical SEO, Content and PR teams are joining forces to create a stronger organic team. This means that our clients benefit from a wealth of experience in all areas of SEO and PR, regardless of if you've picked PR as a service.

As part of our SEO campaigns, we can take advantage of the networks our PR team have built to help identify even more linking opportunities to help increase your websites organic visibility.

Improved Reporting

We believe our reporting has always excelled that of our competitors, and with the imminent sunsetting of Universal Analytics, we're taking our reporting to the next level.

Our GA4 services have been incredibly popular amongst clients and we've now set up over 50 websites in GA4. With this, we've enhanced our reporting integrations with Looker Studio to ensure we report on what matters to you.

Our reports are not one size fits all. We can advise on metrics you should report on, as well as listen to what you need to know. Therefore, we tailor our reports to give you every piece of information you need, as standard.

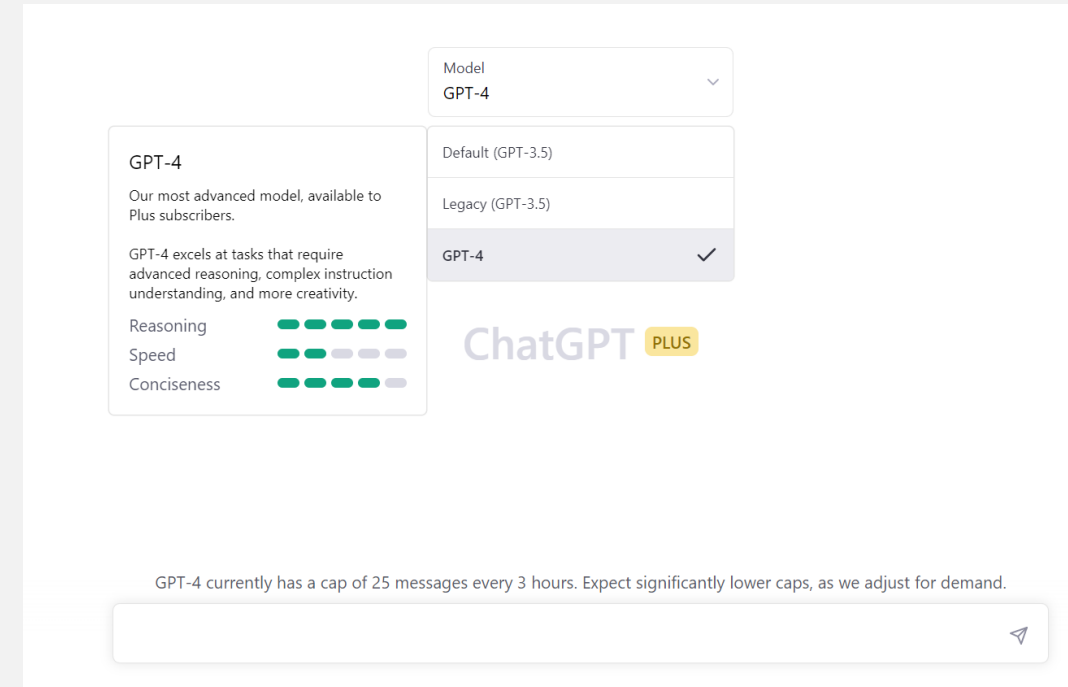
During a project kick-off, we will identify your KPI's and ensure our reporting revolves around these to ensure projects stay on track.

Use of AI in content creation

ChatGPT

Chat GPT

- ChatGPT was launched in November 22, however, we were already using other generative AI tools such as copy.ai and Jasper to assist in content-rich tasks
- We have previously presented a webinar on how to use ChatGPT in your marketing and business
- Whilst ChatGPT can create new content, we do not recommend directly uploading this to the website; as it can “hallucinate” or only have accurate data up to 2021
- We have even created a Site-wide Content Generator, using the ChatGPT API, to produce content on-mass
- This help turn content generation tasks into content editing tasks, saving clients thousands of pounds in expenses when it comes to creating content from scratch on a large scale.



Webinar Link:

<https://anicca.co.uk/resources-webinars/register-now-how-to-use-chatgpt-in-your-marketing-examples-free-prompt-o-types-to-use-now-friday-27th-jan-900am-1000am/>

AI Site-wide Content Generator

Producing More Content for

Less

➤ **Custom technology** that can bulk-fetch Open AI's chat and text generating models. We can generate hundreds of thousands of words from hundreds (or thousands) of prompts.

- **We receive data from our clients**, for a project (e.g: PIM data to help generate product descriptions)
 - **We create custom formulae in Excel** to transmute the custom data into a series of prompts
 - We use our custom developed technology to **send all the created prompts to Open AI** and we store the generated response text
- We usually **run all our created prompts through two of Open AI's models**, Davinci (slightly more formal and accurate) and ChatGPT (slightly more promotional and generates more text)

D:) > Cloud > Sync > Python-Laboratory > API-ChatGPT-Checker >



gpt-3.5-turbo



text-davinci-003



To-Do-List.txt
Text Document
991 bytes

What is it Good For?

- **Generating large volumes of small content snippets**
 - Generate hundreds or thousands of **product descriptions** to deploy on product pages (SEO benefit)
 - Generate hundreds or thousands of **Amazon listing descriptions**. Give us your product data and we can facilitate the rest
 - Anything else you can think of in this area
- Any time that you have a requirement to produce large volumes of small to medium sized content snippets, this technology will get you ahead
- **Extremely cost-effective**, as transforms from-scratch content projects to content editorial projects



What is it Not Good For?

➤ Nuanced content editing on a large scale

- For example, inserting SEO keywords into large volumes of existing content
- The problem here is that ChatGPT will often transform the text completely, instead of making minor alterations
- This can be mitigated by sending ChatGPT additional messages to correct the input / output content closeness
- However, when working at scale (via the API) you only send ChatGPT one prompt
- This means that this tool is only really effective for tasks that don't require much (or any) iterative input

➤ **We can still utilise ChatGPT to help you with more iterative tasks**, but it requires a human ChatGPT operator and prompt-crafter as API use becomes far less effective for such tasks



Earned Media - PR

PR

PR Traditional & Digital

[Our Approach >>](#) [Case Studies >>](#)

Discovery

[Audits & Consultancy >>](#)
[Strategy & Planning >>](#)
[Editorial Calendar >>](#)

Launch

[Content Creation >>](#)
[Content Distribution >>](#)
[Digital PR >>](#)
[Link Building >>](#)

Optimise

[Media Relations >>](#)
[Influencer Marketing >>](#)
[Thought Leadership >>](#)

Manage

[Campaign Management >>](#)
[Newsroom >>](#)
[Event Management >>](#)
[Reporting >>](#)

PR

PR Services

Anicca provides a wide range of PR services flexible to your business objectives and needs.

We have extensive experience across a wide range of sectors and tailor PR strategies on an individual basis.

There are a wide range of PR benefits for businesses including:

- Building Brand Awareness
- Enhancing credibility / trust
- Managing your reputation / changing perceptions
- Helping to promote a key product or service
- Increasing direct and organic traffic volumes
- Improving the quality / relevance of traffic
- Improving your Domain Authority
- Supporting SEO tactics



PR tactics

Planning

- Auditing
- Ideation
- Media & Content calendars

Campaigns

- Traditional PR Campaigns
- Digital PR Campaigns
- Events Management
- Product or service launches

Reputation, authority & outreach

- Link Building Strategies
- Content Outreach
- Reputation Management
- Thought Leadership
- Influencer Marketing
- News Hacking



Traditional PR – awareness & ~~reputation~~

↗ PR types

- ↗ Printed press - national and local
- ↗ Magazines and consumer interests
- ↗ Sector specific
- ↗ Broadcast and other media
- ↗ Online only – digital publications, bloggers & influencers (see digital PR below)

↗ Campaign process and management

- ↗ PR, media and content audit which provides a detailed analysis and appraisal of your company and competitor's PR activity.
- ↗ Story-mining, ideation and creation of media and content calendars
- ↗ Media lists, establishing target publications, journalists, bloggers and influencers
- ↗ Planned press releases, across different types of media, and for different objectives, with research, creation, distribution, follow-up and measurement

↗ Ad hoc and reactive opportunities

- ↗ Event, launches and other one-off activities
- ↗ Crisis management and reputation management

↗ Reporting of coverage, campaign performance and commercial value/ROI

Digital PR – awareness, traffic & reputation

Supplementing the traditional method of generating press coverage in print, Digital PR is getting your content, story or press release published online.

This includes:

- Digital versions of media titles
- Newer only-only news titles or third party websites
- Social media profiles
- Influences and thought leaders that publish articles about you via their channels

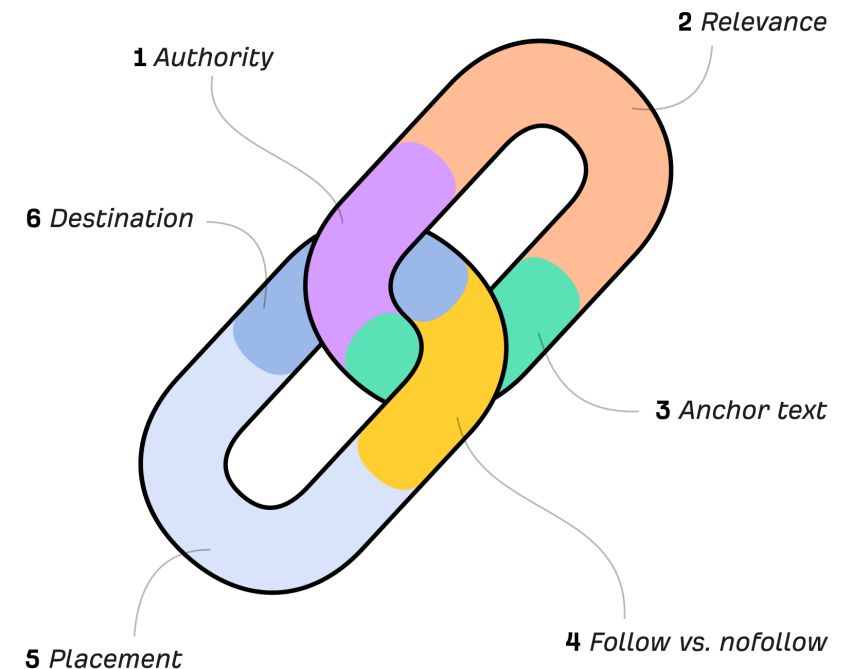
PR, whether traditional or digital, has the aim of generating media coverage in regional, trade and national business (or consumer) press.

We review press coverage achieved online via media **monitoring and reporting**, providing information on news by source, media type, audience type, circulation and links.

Digital PR - link building & authority (SEO)

- We utilise link building and on page optimisation to ensure your digital content has the most opportunities to be seen and enjoy maximum reach to your target audience, whether it be the press or the wider digital PR community.
- Using an integrated approach, we build out effective and newsworthy digital pr campaigns and pitch to our network, for the purpose of generating links within high authority publications.
- This ensures your Domain Authority improves and therefore improves your organic rankings alongside as Google recognises you as a trusted source.

What Makes a Good Link



🌐 <https://ahrefs.com/blog/link-building/>

ahrefs

What's new in PR

PR in 2023

There are a number of changes dominating the PR industry at present – due to the fluctuation of staff changes within publications, new technologies such as AI, and the increasing importance to measure PR more effectively.

Key Changes we're seeing include:

- ↗ PR is focused heavily on quality over quantity, mass pitching is becoming a tactic of the past
- ↗ Measurement is improving – we work with the top platforms to ensure we can interlink your analytics into our activity
- ↗ PR will have to form part of an overarching and integrated marketing strategy
- ↗ Increased use of AI – tools will become embedded in our approach but need to be vetted carefully
- ↗ Social Responsibility will continue to dominate headlines
- ↗ Newsjacking will continue to be a reactive tactic
- ↗ Owned media will become more important for brands to build on their digital presence and visibility

As referenced in the SEO section, our PR, content and SEO teams are moulding together to ensure a fully integrated approach.

As PR moves further into the digital realm, it's important that we work closely to ensure content is created based on SEO research, which then can be used for outreach and winning links.

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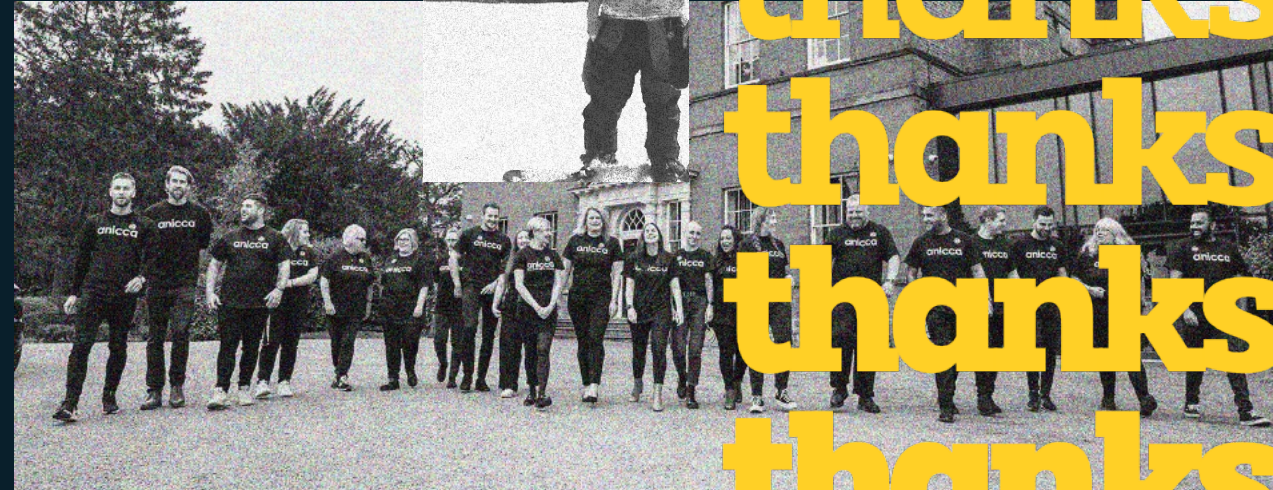
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thanks
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thanks

#aniccast – marketing podcast



#aniccast - Marketing Podcast














Ann Stanley - Founder & CEO of Anicca Digital

The #aniccast Marketing Podcast is from the team at Anicca Digital, and provides an educational and authentic look at the latest techniques and channels in digital marketing. #aniccast is

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EPISODES	HOST
 aniccast #7 - PPC Automation and AI: Harnessing it's powers with Holly Kelly <small>MARCH 21, 2023</small>	
 aniccast #6 - How to plan your B2B creative strategy for 2023 with Thom Shardlow <small>MARCH 09, 2023</small>	
 aniccast #5 - GA4 - Getting started with Google Analytics 4 with Ed Truman <small>MARCH 09, 2023</small>	
 aniccast #4 - How to use ChatGPT for your marketing with Ann Stanley <small>MARCH 09, 2023</small>	
 aniccast #3 - How to use location targeting in Google Ads (PPC) to grow your business with Matt Cocking <small>MARCH 09, 2023</small>	
 aniccast #2 - How to plan your B2C creative strategy for 2023 with Thom Shardlow <small>MARCH 09, 2023</small>	
 aniccast #1 - Understanding ChatGPT & Generative AI (aka Talking to Robots) with Martin Broadhurst <small>MARCH 08, 2023</small>	