



## Case Study - Online PR

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

Cosmeceutical

### Skin care / spa company uses online public relations

**Client:** Cosmeceutical / Spa

**Services:** Online Public Relations

**Product:** Skin care, psoriasis, relief and therapy

**URL:** N/A

**Report Date:** January 2007

Our client's psoriasis treatment is a natural treatment based on bathing in geothermal seawater. Its unique active ingredients, together with the natural environment, fresh air and pure Icelandic water, exert positive effects on the skin.

At the same location is a clinic that researches the impact of geothermal seawater on skin diseases such as psoriasis in cooperation with the local health authorities.

After reviewing current status and awareness, we created a three month online PR strategy, focused on creating awareness among potential clients and organizations.

#### Strategy

We wanted to take their public relations campaign online in order to reach its primary audience and have as big an impact as possible with the available budget.

We planned a front-loaded online PR strategy which focused on developing news releases distributed over several newswire services. All impact was measured as far as possible through Online "Buzz" monitoring and IndexTools Web Analytics.

#### Tactics

We put together weekly news releases that combined information about their services and the Spa as a destination. These news releases were distributed over two different newswire services, both with their individual strengths.

They reached inboxes of potential clients in Canada and the US (the target countries) as well as gaining significant Internet reach. To ensure that the releases targeted the appropriate focus groups, we carefully chose the distribution channels with very positive results.

#### Results

Within 7 days there was a 23% increase in visits to their site. They were also contacted by one of the largest psoriasis organizations in the US with possible business cooperation in mind. We could also see that government health bodies from countries like Australia, Canada, New Zealand, Slovenia, the UK and the US were visiting their site.

There were also numerous academic visits - including George Washington University, Thames Valley University, University of Washington, Harvard Business School, University of California, Cornell, University of British Columbia and MIT.

#### Pickups & Mentions

Estimated online media pick-up was just over 2,800 and one distribution channel had over 120,000 reads.

We could also see media visits to the site as a direct result of follow-up distribution from the BBC, the Washington Post, WSVN TV Channel 7, CNN, Reuters and VG Nett.