


Digital Marketing & PR for Digital Agency

PROJECT DETAILS

 Pay Per Click, Search Engine Optimization

 Aug 2021 - Ongoing

 \$10,000 to \$49,999

 *"They're always ahead of monthly deliverables and communication is great."*

PROJECT SUMMARY

Earned Media provides digital marketing and PR strategies for a digital agency. They also offer monthly content for their platform, as well.

PROJECT FEEDBACK

Earned Media always went above and beyond the client's expectations. They are always ahead of monthly deliverables, as well. The vendor has also looked after their projects in every way imaginable.

The Client

Please describe your company and your position there.

I'm the Director of a digital agency based in Newcastle, Australia

The Challenge

For what projects/services did your company hire Earned Media, and what were your goals?

Authority building, digital PR, helping us earn high quality organic exposure, links and traffic to our website and a number of our clients' websites



Dave Eddy
Managing Director, Redback Solutions

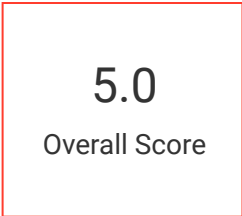


Advertising & marketing



Newcastle, Australia

CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

Referred by an employee of mine who had worked with Earned Media in the past

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

Monthly content creation and digital PR outreach We're delivered a specific number of placements on extremely high quality and relevant websites. Project is all managed via Slack, super easy and streamlined

How many people from the vendor's team worked with you, and what were their positions?

Mainly Nick Brogden, the CEO. But he has a team of specialists working on our project on a monthly basis eg. content writers, outreach people and strategists

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Absolutely stunning results. They ALWAYS go over and above to deliver on our organic PR, SEO rankings and traffic objectives Same with our clients we have referred their way.

Describe their project management style, including communication tools and timeliness.

Project is all managed via Slack, super easy and streamlined. They're always ahead of monthly deliverables and communication is great. Very focussed and zero waffle





What did you find most impressive or unique about this company?

They've looked after all of them and have exceeded expectations in every way imaginable I cannot recommend these guys highly enough!

Are there any areas for improvement or something they could have done differently?

Nope, they're pretty much perfect (seriously)

