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How To Invest In Backlinks For Higher PR Dividends



BridgeView Marketing Corporation
603-766-3681 • BVMUS.com

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When businesses retain public relations agencies, they're looking for increased visibility, improved awareness, enhanced credibility, and a better standing among their competitors. These were once the pillars of any PR engagement, but now companies should view them as table-stakes.

Today, companies also want to see demonstrated leads in a pipeline as well as a boost to their SEO keyword placement on top-ten organic searches. The landscape has dramatically changed and agencies must pivot to excel at the content, keywords, and backlinks that pay dividends in the form of marketing-qualified leads (MQLs).

Creating compelling and interesting content is the pivotal way to drive new website visits through well-placed backlinks. However, for earned media—trusted more by readers over advertising content—there is an art form to writing the contributed articles that will serve as the vehicle to carry backlinks to a journal's readers. And once placed in a credible, high Moz Score (search engine ranking score) news site, these backlinks turn into long-standing PR investments that will continue to drive quality website visitors for quite a while.

Simply put, PR agencies need compelling content writers; the role they need to fill for their clients is no longer completely satisfied by leveraging their media connections or quickly getting pitches out. With the journalism landscape evolving so rapidly in recent years, one of the most impactful changes has been the staggering drop in staff journalists per outlet. Editors are asked to publish more content than ever, while at the same time reducing their writing staff. As a result, they are more likely to respond to a PR pitch with an offer to write a vendor-neutral byline—an impartial article written by a subject-matter expert. Or in this case, a well-educated PR professional.



This is why strong writing abilities are a must-have for any PR agency worth their weight in pitches. It's not enough to get an editor's interest—you'll likely have to back it up with an articulate and thought-provoking piece of content an editor will endorse as information the publication's readers would like to consume, and of course, come back for more.

Producing compelling content that editors view as attractive to their readers is what separates today's savvy PR agencies from yesterday's old-school "spray and pray" volume-focused pitching drones. A savvy PR agency will not only produce an interesting piece of content, but they also know how to leverage that content and get the most mileage out of it. You should never be satisfied with a single placement for a good piece of content. A good PR agency knows how to maximize their client's investment within the written piece and reinvest it to produce even more website traffic dividends from the same set of backlinks.



Here's an example of how a single idea for an article from a client became a major source of quality website visits and lead generation thanks to the agency's smart use of the content.

REAL-WORLD BYLINE/BACKLINK CASE STUDY -

One Writing Investment Paying Many Website Traffic Dividends

Position Imaging, a pioneer in package logistics and asset tracking, engaged BridgeView Marketing (BVM) to drive leads and improve search rankings. BVM routinely pitches publications in Position Imaging's industries of focus, and when they get the green light to provide a contribution to the outlet, the agency takes the lead in writing the article.

In 2021, BVM secured a byline on the topic of retailers needing to rethink their return strategy—known in the industry as “reverse logistics.” All it took was a 30-minute sourcing call with Position Imaging's expert for BVM's writer to clearly understand the product's technical abilities and distill them into an interesting read for a non-technical audience.

By the end of August 2021, a unique version of this article appeared in five different publications...

That's five separate publications and their associated audiences, reading insights developed by BridgeView Marketing.

In March, the first article was placed in [Total Retail](#). But the strong response to the byline told BVM that the article's journey wasn't over. Throughout the next few months, the agency pitched similar articles, adapting the base content to the pitched outlet and modifying it just enough to become a new, original piece of content, but not lose the embedded product pitch and associated backlinks.

By the end of August 2021, a unique version of this article appeared in five different publications—[MultiChannel Merchant](#), [Kiosk Marketplace](#), [Chain Store Age](#), [Supply & Demand Chain Executive](#), as well as the original in Total Retail. That's five separate publications and their associated audiences, reading insights developed by BridgeView Marketing.

And because those articles all contained backlinks, in addition to the awareness of the company and thought-leadership positioning the pieces fostered, Position Imaging received a boost in quality website visitors (defined by time on site and other page content consumed). Notably, visitors that come to a company's website from articles online tend to be “stickier” visitors and spend more time on that site—compared to “organic” visitors that might have stumbled upon the site and “bounced” right off it. The quality visitors already know what the company is about, and are making a conscious decision to interact with the byline's content to learn more about a product or solution.



The impact of these articles was further enhanced when BVM posted the articles to Position Imaging's [LinkedIn page](#) on [multiple occasions](#), giving additional bursts of readership and link clicks to the articles and keeping them relevant. They also got an extra pop when the piece at Kiosk Marketplace was included in a list of the publication's Top 10 articles of 2021 published at the beginning of 2022.

CONCLUSION

In total, this one byline article's iterations resulted in eight backlinks at high-quality publications, heightened by social media sharing by Position Imaging as well as the publications themselves.

By giving BVM just 30 minutes of their time on an initial sourcing call, Position Imaging was able to reach large audiences and drive quality website traffic and enhance their lead generation activities.

A good agency does 95% of the heavy lifting, helping a client's expertise gain notice and drive engagement and leads. And a savvy PR agency, with professional writers, can turn an average opportunity into exponential success. Today, it's not enough to pitch an idea via email; PR agencies must have a combination of editorial shrewdness, linguistic acumen, and a working knowledge of SEO to get the job done.

Never leave a good piece of content alone—there's always more distance you can get out of it.

