



Best Social Media Marketing Campaign

Overall approach and category relevance

Many social media marketing campaigns are “one-hit wonders.” For example, lots of link bait tactics that worked last year won’t be as effective this year.

However, if you focus on the underlying quality as well as the ingenuity needed to get other websites to link to you, a few link bait strategies will work early and often.

Matt Cutts, the head of Google’s Webspam team, has written, “[On a meta-level, I think of ‘linkbait’ as something interesting enough to catch people’s attention, and that doesn’t have to be a bad thing.](#)”

Nevertheless, SEO-PR uses a different term to describe our overall approach to social media marketing. We call it the “news hook.” Our approach to journalists, bloggers, and other authoritative sources can enhance a company’s online reputation – whether or not it gets links.

The best examples of news hooks that worked early and often are the social media marketing campaigns conducted by SEO-PR for the Harlequin Romance Report in 2007 and again in 2008.

Innovation in methodology and execution

On January 23, 2007, Harlequin Enterprises Ltd., one of the world’s leading publishers of women’s fiction, issued a press release about its 2007 Harlequin Romance Report that got a lot of press coverage, but few links from blogs.

However, according to Technorati, there are 1.4 million blog posts per day – about 10 times more than the number of mainstream media articles indexed per day by the major news search engines. Using the Touchgraph Google Browser, SEO-PR discovered that bloggers were giving much more link love to eHarlequin.com than journalists.

So, we optimized a second version of the press release.

The first had highlighted the findings that a whopping 58% of Canadian men and 41% of Canadian women had said “I love you” in the hopes that it would lead to sex. So, our second press release focused instead on the findings that a whopping 55% of American men and 41% of American women had said those three little words in the hopes that it would lead to sex.

Using BuzzLogic, we also identified 80 influential bloggers within specific target conversations. Importantly, we sent emails to target bloggers before our release went on the wire.

Excellence in tactical execution

One of these bloggers, Georganna Hancock of [A Writer's Edge](#), emailed back, “Without a doubt, this is the best piece of PR I’ve ever received!”

Our effort generated 190 blogs posts in May, including five from [The Pink Heart Society](#).

In addition, we had 202 inlinks to the Harlequin Romance Report landing page in the eHarlequin.com press room, which ranked #2 and #3 in Google for the term *romance report*.

Then, on May 17, 2007, Heather Foy, Senior Manager, Public Relations, Harlequin Enterprises Ltd., emailed SEO-PR to say, “Just wanted to share some good news – Jay Leno mentioned the Harlequin Romance Report in his monologue last night and referenced the survey and statistics. Looks like the optimized release got some great pick up!”

Achieving success goals

This year’s survey was hosted on a new, interactive website for the first time. In addition to completing the survey, guests of the site were encouraged to post their confessions on a live forum. The secrets posted on the website helped shape the editors’ understanding of the confessions and many can be found in this year’s Harlequin Romance Report.

The 2008 report found New Yorkers are more likely to lie, cheat and steal:

- 65% of New York women have told a lie to get out of a bad date compared to 53% of American women
- 62% of New York women have had a one night stand compared to 51% of American women.

- 59% of New York women have taken office supplies home from work compared to 49% of American women.

So, we emailed bloggers an advance copy of our press release before it went out on the wire. The optimized press release ranked #1 for *Harlequin Romance, New Yorkers and lie cheat and steal* in Yahoo! News, AOL News and Google News.

A Reuters story (without links) was picked up by 10 news sources worldwide.

Dating Sites Reviews, a forum for singles, linked to the report and created an interesting new poll.

Our news hook generated buzz in the blogger community (and links), including [Burnettiquette](#) at MiamiHerald.com.

Two weeks later, the new site had 368 inlinks from authoritative sources and it was ranked #1 & #2 in Google for the term, *romance report*.

F. Scott Fitzgerald said, “There are no second acts in American lives.” However, interesting news hooks are ethical and effective ways to get other websites to link to you early and often.

The 2007 and 2008 Harlequin Romance Reports were finalists in the 2008 SES Awards for the best social media marketing campaigns.