

COVERAGE & CLICKS

How Digital PR can help e-commerce
brands to grow online

Multi Award
Winning Digital
PR Agency

motivepr.co.uk



MOTIVE

Great News!

If you sell goods or services online we can help you to grow!

Motive is an agency specialising in digital PR for e-commerce brands.

We work across all sectors but the one thing our clients have in common is an online focus and an ambition to grow.

Our service is designed to help you dominate your niche in online search. Digital PR will deliver links from media platforms, bringing traffic and long lasting SEO benefits which will help build your organic rankings and credibility.

We use competitor analysis to help you beat the competition and work with influencers to bring your social media campaigns to life.

Steve McComish, MD

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**Coverage
& clicks**



MOT!VE

A Trusted Partner For Ambitious & Confident Brands...

Choosing an agency to represent your brand in the media is a big decision. You need a team who will champion your brand and grow its voice and reputation.

Motive's senior team have decades of experience working at senior levels within the media and have helped hundreds of brands to grow through positive media coverage.

Our work has been widely recognised as outstanding within the PR and marketing industry, scooping several national and international awards.

Brands choose Motive for our expertise, experience, creativity and tenacious work ethic.

With Motive in your corner you know your brand is in safe hands.

FIND OUT MORE



MOTIVE

Traffic
▲



If there's one single reason why you should choose Motive as your digital PR partner it has to be....

RESULTS

Simply put, when it comes to digital PR results we leave the rest behind.

In 2024 each of our clients enjoyed an average of 767 links from high authority media platforms – that's 64 links per client per month. We only count links from domains with high authority and a DR of at least 30. Every client we work with has a MAP or Motive Action Plan which guarantees them a minimum KPI so they know that working with Motive is risk free – they will get at least their KPI and usually much more.

If you're currently trying to decide between Motive and another agency please do ask them for the average number of links they achieve for clients and ask also what results they're prepared to guarantee for your investment.



MOTIVE

What is Digital PR?

Digital PR means online media coverage for your brand across news and lifestyle websites. Most importantly it means links from high authority domains into your brand's website.

Our digital PR campaigns deliver huge quantities of coverage and links from some of the web's biggest online news sites. These links are the most important ranking factors for Google so they bring long lasting SEO benefits which will improve your organic search performance.

The online coverage you will enjoy is editorial content rather than advertising. It can be seen as the ultimate word of mouth endorsement. Digital PR brings traffic, improves rankings and ultimately helps e-commerce brands to grow sales.

**We won
over 20,000
links for
clients last
year**

MOT!VE



We are one of the UK's leading Digital PR agencies

**We have been specialising
in digital PR campaigns for
e-commerce brands since 2008.**

We have worked with hundreds of clients, transforming their organic performance. Our campaigns build thousands of links every year from media sites into our clients' websites.

Our work has been recognised across the industry, bringing in more than a dozen national and international awards in the past five years. Whatever sector you operate in we can help you to grow online.



MOT!VE



“

Motive has been a true partner agency. They have driven results, challenged and introduced new approaches, been on hand to offer great council and ultimately exceeded the results we wanted.

Kathryn Hague, World of Sweets

**WORLD
of
SWEETS**



“

We love team Motive, not just because they work so hard, but because nothing is an issue, they tackle every KPI head on.

Katie Gawley, Quotezone

 **Quotezone.co.uk**

Influencer Marketing

Working with influencers on social media campaigns can be a great way to introduce your brand to new customers.

But it's essential to choose the right influencers and to manage them effectively to steer outcomes in a positive direction.

Handled badly, influencers can have little impact and the wrong influencers could even hard your brand.

At Motive we are skilled in working alongside social media influencers to support our clients' marketing goals.

We can recruit the right influencers for your brand and help you develop a brief to ensure their work has a positive effect on your marketing efforts. We can measure their activities and report back to you so you can make sure they're on track.

Done right these campaigns can have a transformative effect on your brand's marketing.

**Social Media
Marketing**



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Competitor Analysis

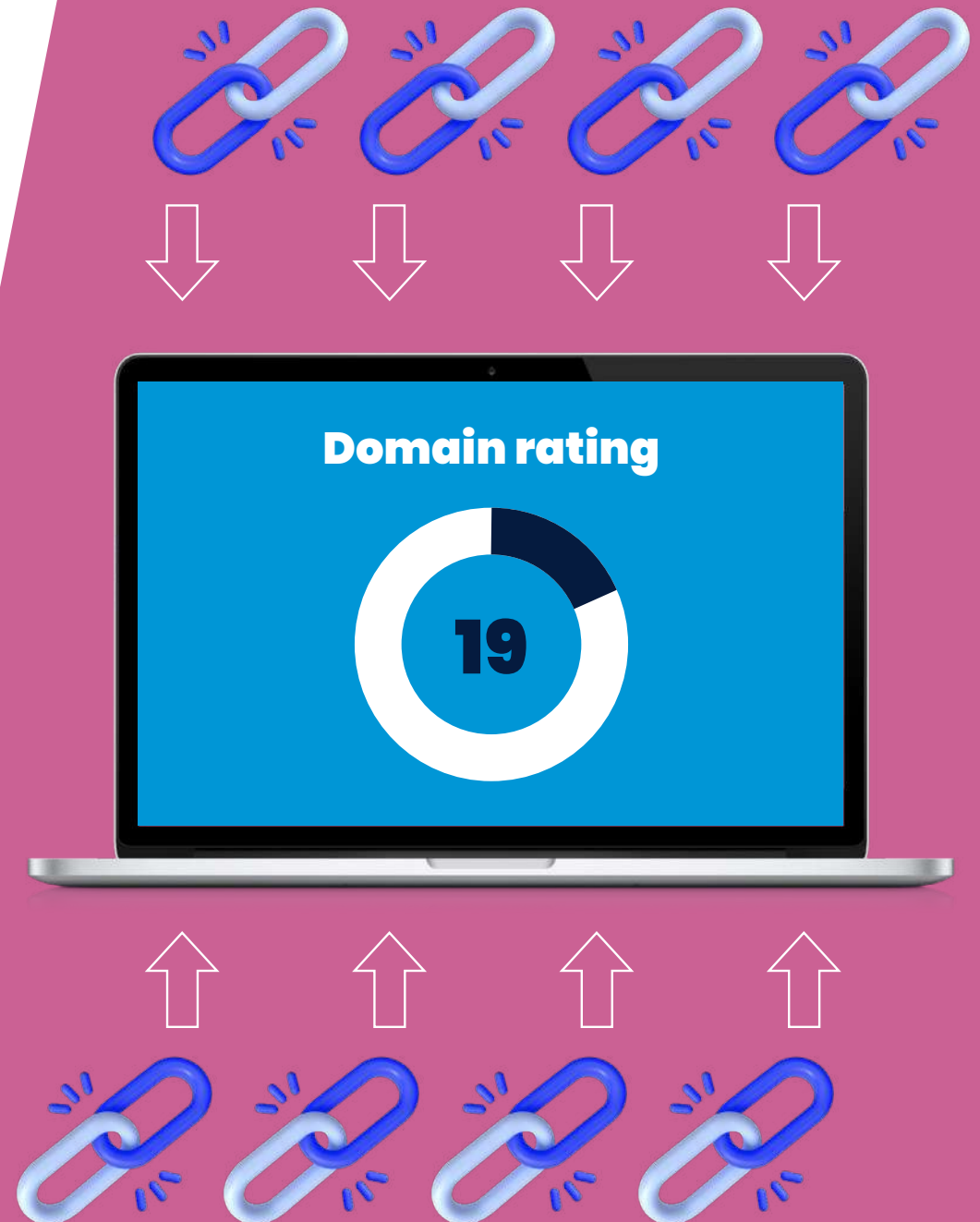
Part of our service includes taking a look at what your competitors are doing to help you stay ahead or close the gap on the market leaders.

We will look at their backlink profile and identify any PR generated backlinks then set about replicating these for you as well as adding links the competition don't have yet.

We can also target domains which link to your clients but which don't yet link to your site. By consistently adding links from these domains we can help boost your organic rankings and help you start to rank for new keywords.

Best of all this activity is all entirely measurable – allowing us to prepare comprehensive reports which demonstrate the value of the results.

By working with Motive your competitors will soon. be green with PR envy.



WE'RE PROUD OF OUR AWARD WINNING REPUTATION!

We have won more than a dozen industry awards over the past five years and have built thousands of links for clients.

[FIND OUT MORE](#)



CIPR PRIDE AWARDS
Winner

EUROPEAN CONTENT AWARDS
Winner

PRCA DARE AWARDS
Winner

UK DIGITAL PR AWARDS
Winner

Agency Awards UK
Winner

MOT!VE

OUR SECTORS

We have extensive experience in both consumer and trade PR across a wide range of business sectors including the following:



**AUTOMOTIVE
& TRANSPORT**



E-COMMERCE



FASHION



FINANCIAL



FOOD & DRINK



GARDENING



**HEALTH &
WELLBEING**



**HOME &
INTERIORS**



TECH



**TRAVEL &
TOURISM**

BARBIE NUMBER PLATE

Client: **Absolute Reg**



We are thrilled with the links achieved. We have worked with other PR agencies who provided substandard results, but since working with Motive we achieved several hundred new links resulting in increased revenue!

Jake Smith, Absolute Reg



Idea

To win links for Absolute Reg, an online business selling car registration numbers, we created a connection with the most hyped movie release of the year by highlighting a Barbie number plate available to buy on the site for more than £1m.

Results

We logged 265 links from 297 media placements. The links came from referring domains with an average DR of 73.

The client basked in the media attention of being associated with the summer's must see movies and saw a rise in traffic and enquiries.

BAR 81E

297

Items of
coverage

265

Links

51

Follow
Links

ABSOLUTE REG

MOTIVE

ADVENT CALENDAR BLING

Client: **Ingle & Rhode**

Idea

To win links for online jeweller Ingle & Rhode we developed a £25,000 advent calendar packed full of diamonds.



Results

We logged 127 backlinks from 85 referring domains including The Scotsman, Daily Express, Hello! and OK Magazine.

The results included 55 follow links from sites with an average Domain Rating of 51.

127

Backlinks
won

85

Referring
domains

55

Follow
links



LEVI ROOTS

Client: **MuscleFood**

Idea

We joined forces with Reggae Reggae Sauce founder Levi Roots to collaborate on the launch of his ready meal range for MuscleFood.

Results

In three weeks we achieved 82 items of coverage and built 141 backlinks including 110 do-follow links. National hits included Metro, Mirror and OK magazine.



**CIPR PRIDE AWARDS
WINNER**



82

Items of
coverage

141

Backlinks
won

110

Follow
Links

METRO

Mirror

OK!
magazine

The Grocer

**Muscle
Food**

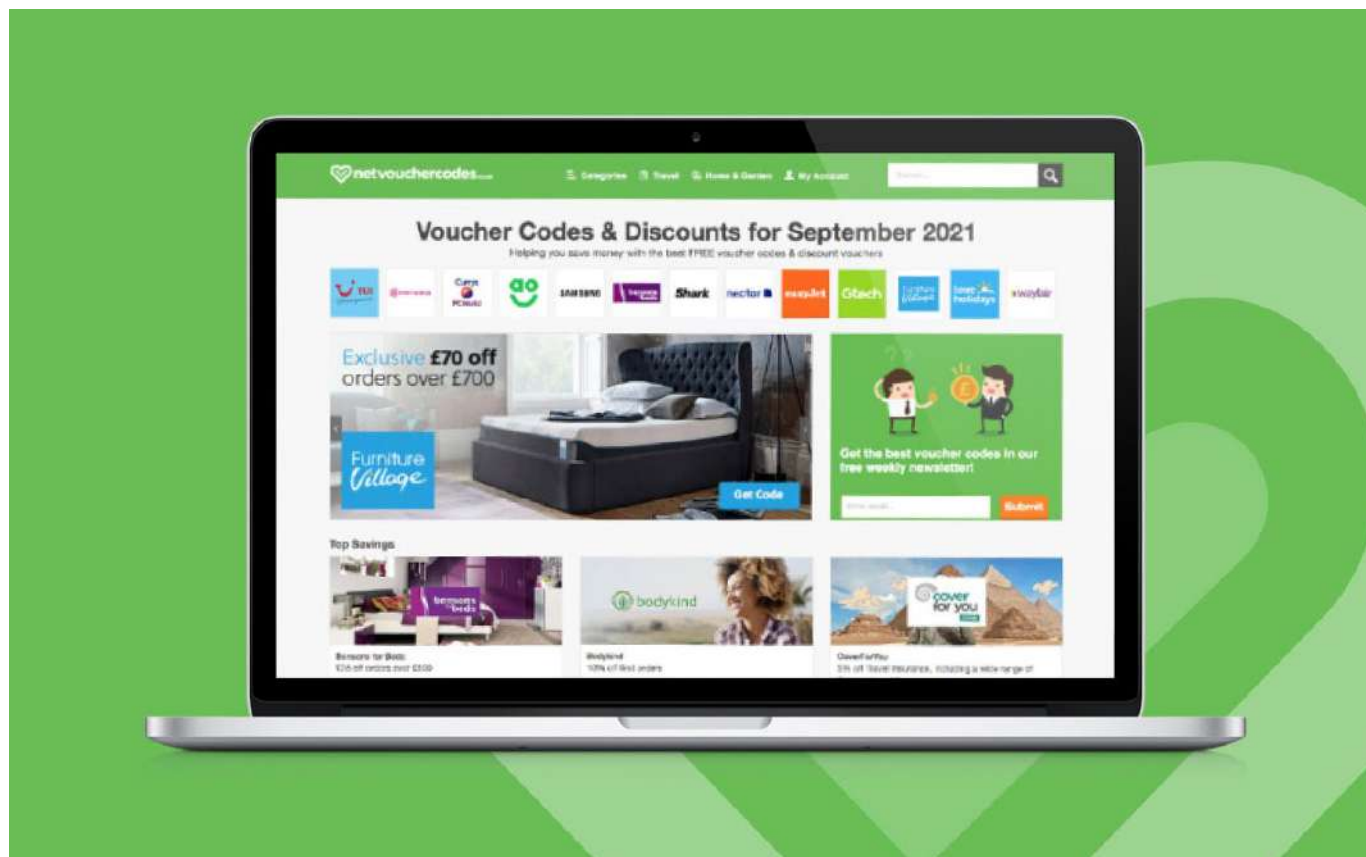
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ONE YEAR'S RESULTS

Client: **Net Voucher Codes**

Idea

Our goal is to position NetVoucherCodes as consumer champions and experts in everything to do with shopping, spending, and personal finance in general.



Results

Links distributed across a wide range of referring domains (see chart) Backlinks from high authority media sites including the examples below: 130% increase in organic traffic during this one year period.

Featured in The Guardian, Daily Mirror, The Sun, MSN.com, My London, House Beautiful, Real Homes, Homes & Gardens.

2,372 **1,820** **152**

Items of
coverage

Backlinks

Links per
month

NATIONAL SPEED CAMERA SCANDAL

Client: **Road Angel**

Idea

The brief was to make Road Angel synonymous with driver safety while winning links, boosting SEO and boosting traffic directly to the website.

Focusing on speed cameras we created a campaign that tapped into and led the news agenda on road safety.



1160

Links

1,343

Coverage
items

276

New
domains



Results

At the end of our first 12 months with Road Angel we had earned 1,160 high authority backlinks from 276 new referring domains and created 1,343 items of media coverage naming them as road safety experts.

The site is now ranking for 753 additional keywords, raising the site up the organic search rankings, and driving traffic and sales.

BRITAIN'S UGLIEST DOG

Client: **Parrot Print**

Idea

To promote photo printing company Parrot Print we ran a national contest to find the ugliest dog in the UK. Prize, a pamper session at a doggie spa, a photo shoot and a framed professional portrait.



Results

We discovered a genuine star in our winner Peggy and scored huge amounts of media coverage including broadcast spots on BBC Breakfast and ITV's This Morning. Links included BBC News, The Sun, The Mirror, Evening Standard and many more.

12

TV
appearances

706

Coverage
items

830

Backlinks

It's no exaggeration to say our campaign turned winner Peggy into a global superstar.

Off the back of all the media interviews we secured she was cast in a Hollywood blockbuster playing the part of Dogpool in Marvel's Deadpool & Wolverine.

It's the first time one of our campaigns has led all the way to Hollywood but we're assured the fame hasn't gone to Peggy's head and we're thrilled for her. It couldn't have happened to a nicer mutt.



START-UP TO £100M

Client: **MuscleFood**



Idea

We worked with the brand from its very first month, helping it to grow into one of the UK's best known e-commerce platforms.

£100M 5000+ 3000+

Sales

Coverage
items

Backlinks
earned

Results

As well as digital PR we used a mix of consumer and trade PR strategies as well as working with influencer partners to help the brand reach £100m in sales. Along the way we delivered more than 5,000 coverage items and 3,000 links into the site. We also helped attract an investment of £12m, helping the brand fuel future growth.



**Muscle
Food**

MOTIVE



**Thanks to Motive
I'm now a national
newspaper gardening
columnist.**

Chris Bonnett
Founder of Gardening Express



WILDFLOWER COLLECTION

Client: **Gardening Express**

Idea

We launched an exclusive Wildflower Collection to win media attention and links for GardeningExpress.co.uk. The collection included stinging nettles which customers could buy for £7.99 each.

Results

Our wildflower campaign was picked up nationally in both print and online. In one month we won 110 items of coverage and 87 high authority backlinks.

We also secured a regular bylined column for the founder of Gardening Express, Chris Bonnett as a Daily Express gardening expert.

4,014 3,830 35→52

Items of
coverage

Links
won

Increase in
domain rating



**£7.99 to buy a pot
of stinging nettles!**

PERFECT FIT

Client:
Online-Bedrooms.co.uk



Idea

We created a targeted campaign positioning Online-Bedrooms as experts in bedroom furniture and furnishing, interiors and home.

Results

Over 36 months we achieved 2062 links from national sites including The Daily Express, The Sun, The Mirror, Indy 100, MSN and regional websites including Manchester Evening News, Verge Magazine, Daily Record, Essex Live and H&N Magazine.

Targeted coverage in interiors titles and homes sites included Woman & Home, House Beautiful, Love Property, Ideal Home, Living Etc and Real Homes.

2062 1833 10>32

Links

Coverage

DR
growth





STRESSFUL AIRPORTS

Client:
StressFreeCarRental.com

Idea

This site needed to rank around the world so we created a campaign which won global results. We researched airports around the world and created a series of Stressful Airport Indexes, highlighting the destinations where travellers were likely to have difficulties.

Results

Over a five year period we won 4196 items of media coverage for the brand along with an SEO boosting 4223 links from media sites. We took the site's DR from zero to 40 (Ahrefs) and helped it rank on page 1 for a number of keywords.

4196

Items of
coverage

4223

Links
won

40

Increase
in DR



SWEET TRADE PR

Client: **Hancocks**



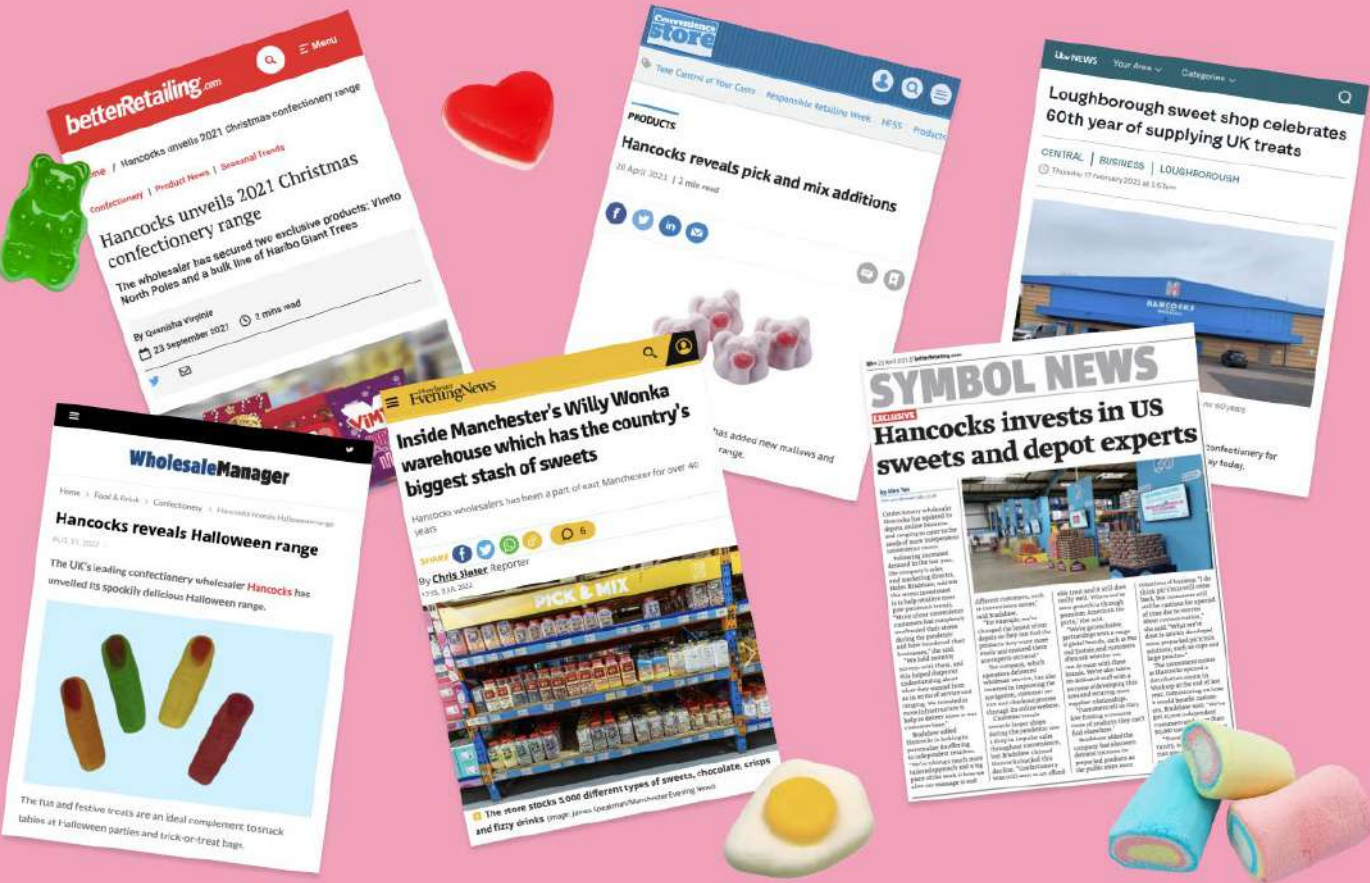
Idea

We've been working with the UK's leading confectionery wholesaler Hancocks for two years supporting their online offering for trade customers and its 14 depots dotted across the UK.

Results

Over the last two years, we've worked with Hancocks to raise brand awareness, increase brand loyalty and encourage lapsed and new customers back to store and to the website.

We achieve regular coverage in their key trade titles including Retail News, Convenience Store and Asian Trader, championing new product development, partner brands, seasonal campaigns and offering commentary from key players within the business.



350

Items of coverage

208

Backlinks won

189

Follow links

CRUISING SUCCESS

Client: **Luxury Cruise
Retailer**

Idea

The client set a brief to win new, high authority domains to boost their SEO whilst driving organic traffic to the site and ultimately make their brand become synonymous with ultra-luxury cruise experiences.

We created a campaign to push the client's name as cruising experts into well-respected, leading travel sites.



Results

We achieved 859 links including Mail Online, Daily Express, The Mirror, The Sun, MSN, and Yahoo. We also won links from travel and cruising specific titles such as Luxury Travel Magazine, Travel Talk, Cruise Trade News and Ship Technology. Our consistent link-building quadrupled the site's domain rating taking it from 9 to 31 (Ahrefs).

859

Links
earned

142

New
domains

9 > 31

Increase
in DR

LIFE SAVING UNICORNS

Client: **The Inhaler Tailor**

Idea

We developed a compelling case study to show how the client's products help children with asthma to overcome their aversion to life saving inhalers.



Results

We persuaded BBC Breakfast to feature our story along with several other news outlets. Our campaign led to a 470% increase in site traffic and a 1050% spike in sales. In the month following our campaign sales remained 27% higher than they had been before we were called in. This demonstrated that many of the new visitors who we introduced to the brand, had become repeat customers.

1050% **20M** **470%**

Spike in
sales

Opportunities
to see

Increase
in traffic

DRIVER'S CHAMPION

Client: **LeaseCar.uk**

**CIPR PRIDE AWARDS
WINNER**



Idea

To win links for LeaseCar.uk we positioned them as the driver's champion and created a range of content on the rules of the road.

Results

Over a 12 month period we averaged a massive 266 items of coverage PER MONTH along with 130 backlinks with average DR of 65. We increased organic traffic to the site by 20% over a one-year period.

266

Items of
coverage
per month

130

Backlinks
won per
month

20%

Increase
in organic
coverage



LeaseCar.uk

MOTIVE



INFLUENCER SHOES

Client: **Public Desire**

Idea

We teamed up with social media influencer and ITV2's Love Island winner Amber Gill to highlight her collaboration with shoe brand Public Desire.

Results

We landed 137 items of online media coverage and a massive 149 backlinks from titles including The Mirror, The Sun, Heat, Mail Online and OK! along with many more.



137

Items of
coverage

149

Backlinks
won

5

TV
spots



PUBLIC DESIRE | **MOTIVE**

GOLDEN SLUMBERS

Client: **Winstons Beds**

Idea

We positioned Winstons as experts in sleep, creating compelling stories on topics like sleep health and hygiene using the knowledge of the client team to advise on hacks to clean mattresses and bedding.

We also created a mixture of light-hearted content to help us target different publications. This included identifying the sleeping positions to avoid wrinkles and premature ageing.

**1358**

Links

1234Coverage
items**12>32**Domain
rating

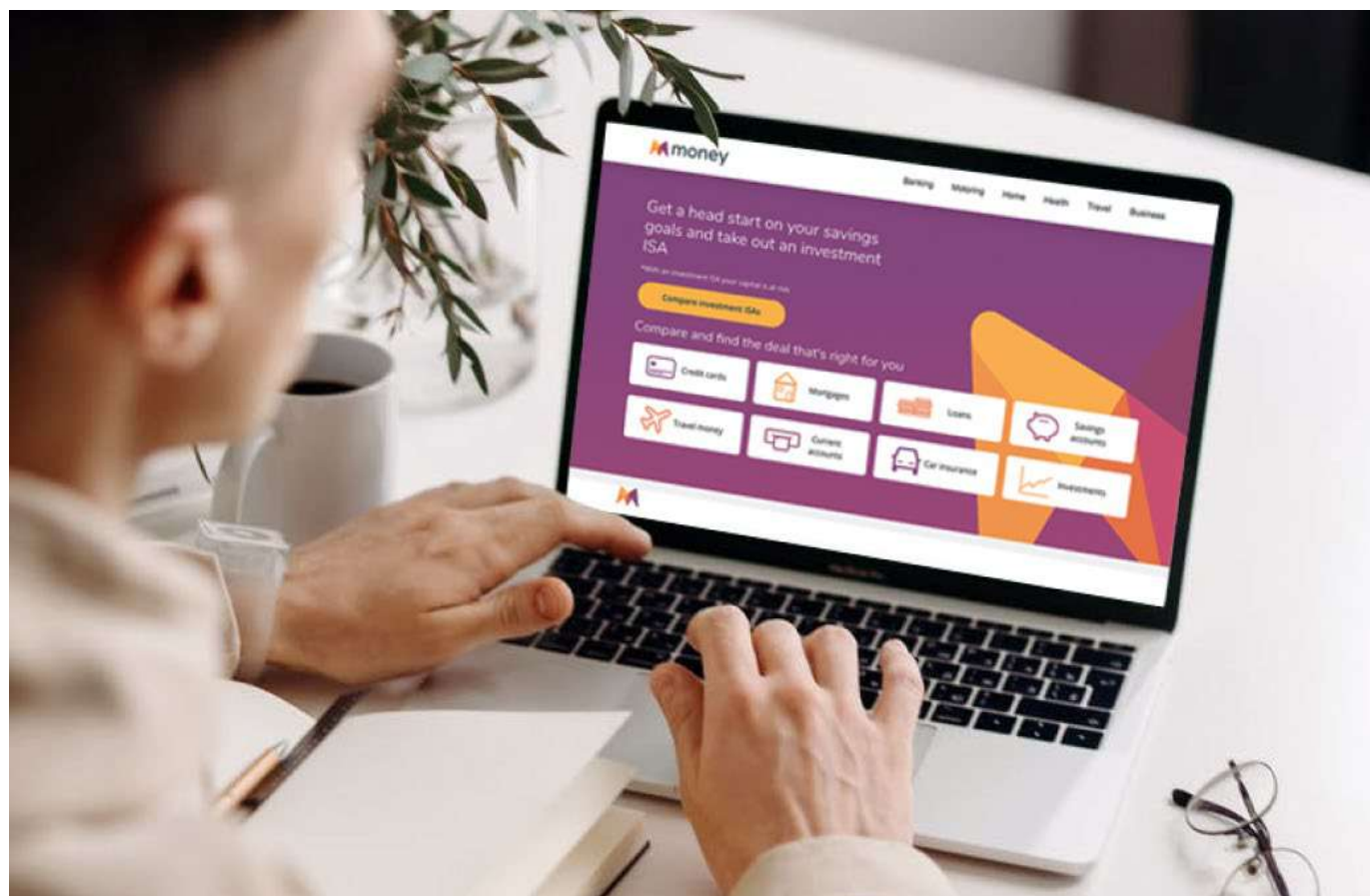
Results

Over our first 12 months working with Winstons we achieved 1234 items of media coverage along with a whopping 1358 links from sites such as The Mirror, The Daily Express and The Daily Star.

We also secured coverage in relevant home and lifestyle publications such as Ideal Home, House Beautiful and Tyla along with product placement in Hello magazine. During the year we helped the site's DR grow from 12 to 32.

FINANCIAL COMPARISON

Client: **Money**



Idea

We developed an e-commerce PR campaign featuring a range of ideas, creating content and media releases which were then outreached to win backlinks into money's website.

Results

Among the many ideas which delivered coverage was the Eco Pets League - a study into the carbon footprints of popular pets which revealed the tortoise was the best companion animal for the eco conscious. This brought in a spread of coverage with 20 links including a follow link from National Geographic which proved to be the highest DR link we won across the campaign with a score of 91.

In total we totted up 139 items of media coverage and 126 links for the financial comparison site. The average Domain Rating of the referring domains was 59.

139

Items of
coverage

126

Backlinks
won

91

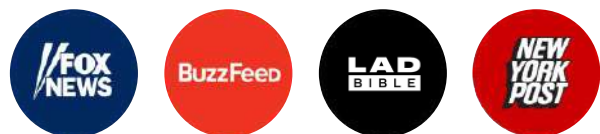
DR of
highest
follow link

SKY POOL

Client: **Compass Pools**

Idea

We created one of our most successful Digital PR campaigns ever to help Compass Pools attract high authority links. We won huge media attention with a rendered image of a skyscraper swimming pool.



1929 **886** **30 > 50**

Links
earned

Referring
domains

Increase
in DR

Results

We achieved wide global coverage, securing 1929 backlinks from 886 referring domains including Lad Bible, BuzzFeed, Fox News and the New York Post.

The client's DR shot up from 30 to 50 and they started to rank on page 1 for super-competitive keywords.



DO THE UNTHINKABLE

Client: **MuscleFood with Neil Ruddock**

Idea

We teamed up with ex footballer Neil 'Razor' Ruddock to launch Musclefood's healthy eating plan Do the Unthinkable.

Tracking his progress with regular interviews and photo shoots as he embarked on a mission to get back into shape.



13K

PR led sign-ups

400K

Healthy meals delivered

25K

Estimated weight loss
(Stones)

£2M

Sales generated from PR

Results

In one 12 month window we delivered 820,000 unique visitors through PR led content to a bespoke landing page on the client's website. This led to almost 13,000 sign-ups to the programme and 400,000 meal deliveries.

With research suggesting that the average participant in the 12 week programme lost around two stones, we estimate that our e-commerce PR activity helped Musclefood customers shed a collective 25,000 stones in weight. We also helped the client sell around £2m worth of healthy meals.

CELEBRITY POWER INDEX

Client: **London School of Marketing**

Idea

To win links for London School of Marketing we ranked celebs by their marketing power with Beyonce topping our Index league table.

Results

The Index brought in 389 links from high authority sites including the Daily Telegraph (DR 92), US Magazine (DR 84) and People Magazine (DR 90).

As well as delivering hundreds of links the Index also won TV spots including BBC Breakfast and Sky news.

389

Backlinks won



Beyonce on tour, The Mrs Carter show, Belgium,
31 May 2013, Author: J.Ébey (commons.wikimedia.org)



POSH LINKS

Client: **posh.co.uk**

Idea

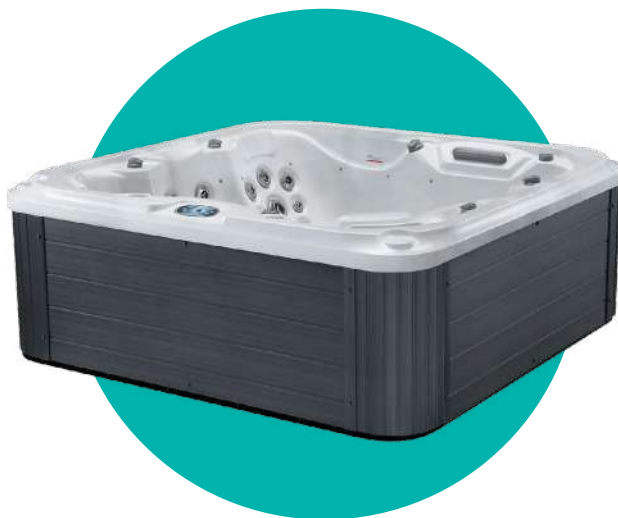
Bathroom site Posh.co.uk needed our help following a rebrand. We were able to create content highlighting the new brand and build links from media sites directly into its new website.

Results

In one year working we delivered 912 items of media coverage along with 948 links from websites such as House Beautiful, Woman and Home, Ideal Home, The Sun, Lad Bible and The Daily Express.

The number of referring domains grew from 437 to 1,193, an increase of 756. In terms of average monthly results we added 95 links per month. We helped take the DR of the site from 30 to 41 by the end of the year.

Weekly organic traffic grew from around 2,000 visitors at the start of the year to reach 40,000 by the end.

**948**

Links

912

Coverage

30>41DR
growthREAL
HOMES

Mirror

House
Beautiful

msn

SHED LOADS OF LINKS

Client: **Garden Buildings Direct**

Idea

With competition in the home and garden sector very fierce GardenBuildingsDirect.co.uk asked us to help them to rank for some highly competitive keywords.

We set about creating a range of content positioning them as experts in all things garden shed related.



Results

We smashed it, devising 47 separate campaigns over a 12 month period which collectively netted 1865 links into the clients website.

That's an average of 155 SEO boosting links every single month. Little wonder the site has become one of our most loyal and longest serving clients.

47

Campaigns

1586

Items of coverage

1865

Links

SELLING FRESH AIR

Client: **MyBaggage.com**



Idea

Tasked with generating international media coverage and links for global relocation website MyBaggage we came up with the idea of selling bottled fresh air from England, Scotland, Wales and Ireland to homesick Brits and Irish ex-pats across the world.

Results

This campaign made global headlines and delivered 610 items of media coverage along with 410 backlinks with an average domain rating of 56. Organic traffic to the site more than doubled and the site began ranking for a range of keywords.

610

Items of
coverage

410

Backlinks
won

56

Average
domain
rating

**CIPR PRIDE AWARDS
WINNER**

**EUROPEAN CONTENT AWARDS
WINNER**

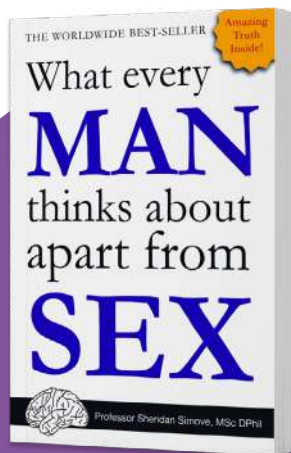


mybaggage

MOTIVE

WORLD RECORD BREAKING BOOK

Client: **Shed Simove**



**90,000
books
sold**



Idea

Author Shed Simove self published a 200 page blank book entitled What Every Man Thinks About Apart From Sex – and asked us to help him promote it.

Results

We got the book featured on ITV's Lorraine programme and on many media platforms. It reached number 18 in Amazon's best seller chart on its way to 90,000+ sales, generating total revenue of £571,500. It was also translated into nine languages and won a Guinness World record for highest selling book with no content.

130

Items of
coverage

9

Translated
editions

1

World
record

To Steve and
the Team at
Motive -
thank you
for making this
happen!
Shed



MOTIVE

WANT TO SEE MORE EXAMPLES OF OUR WORK?

There's lots more online.

[VIEW ALL WORK](#)

MOT!VE

NOW, WE WANT TO WORK WITH YOU!

We are currently seeking more clients in the e-commerce sector so if you would like to enjoy this same level of media coverage and SEO boosting links please do get in touch with us today.

hello@motivepr.co.uk

[instagram.com/motivepr](https://www.instagram.com/motivepr)

twitter.com/motivepr

[facebook.com/motivepr](https://www.facebook.com/motivepr)

[linkedin.com/company/motivepr](https://www.linkedin.com/company/motivepr)

www.motivepr.co.uk