

PR 2.0



How Rostrum is helping
Bestinvest to engage
with the blogosphere

1. CHALLENGE

Bestinvest – the wealth managers and discount broker - wanted to increase its understanding of the blogosphere, to identify influential decision makers and communicate its message to its audiences via these “unofficial” media.

Rostrum developed a PR 2.0 campaign for Bestinvest to run alongside its ‘traditional’ offline PR

2. RESULTS

- Meetings and partnerships arranged with leading independent consumer websites ;
- A detailed and accurate analytical picture developed of the state of the financial blogosphere. Relationships built and content provided for the most influential bloggers resulting in positive “coverage”;
- Increase in positive online press coverage by 300%

3. CLIENT TESTIMONIAL

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As a result of Rostrum’s research, we have been able to tailor our comms to directly engage with consumers about issues as varied as pensions, the credit crunch and what funds they should pick in their ISAs.

Adrian Lowcock, Senior Investment Adviser at Bestinvest

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