Fleishman-Hillard Uses Outbrain To Help Turn Local Press Into National Coverage

International communications firm Fleishman-Hillard (FH) was seeking an innovative way to promote earned media across the Web. The agency was particularly interested in amplifying client mentions on local and regional news sites in order to prolong the lifespan of each story.

When a mid-market Midwestern newspaper ran an interview with an expert supporting their client’s stance on an important policy debate, FH used Outbrain to drive traffic to the story and ended up netting an additional placement in the process. A Huffington Post writer saw it and picked up the story shortly after FH started their Outbrain campaign.

“It’s less about buying traffic than it is about reaching the right people with relevant headlines to get them to your content.”

- DAN HOROWITZ, FLEISHMAN-HILLARD DIGITAL, EVP AND SENIOR PARTNER

“If in the past we had a client that had a great placement, we could circulate the story amongs the clients or stakeholders, but there was no way to reach additional people,” says Dan Horowitz, EVP and Senior Partner at Fleishman-Hillard Digital. “But if we could take a piece of content that might have limited visibility yet all the right messages, and give it jet-fuel, we could potentially increase the likelihood that the people we wanted to see the story would.”

Outbrain had the “jet-fuel” FH was looking – qualified traffic coming from trusted premium publishers like CNN, The Washington Post, and The Wall Street Journal. While FH was able to promote earned media on social networks by reaching out to key influencers and sharing links, there was no guarantee those influencers would post the story on their Facebook or Twitter pages.

Outbrain can take a piece of earned media and use algorithms to recommend it to the right audiences reading content on its network of premium publishers – audiences 50% more engaged on average than those coming from social.