

# THE ABBI AGENCY™

## The Abbi Agency Creates a Digital-First PR Approach with Cision

CISION®

CASE STUDIES

# The Abbi Agency Creates a Digital-First PR Approach with Cision

As an agency that solves problems by creating integrated communications plans, The Abbi Agency isn't afraid to explore cutting edge strategies. This was the idea with an exciting, new digital-first PR approach for their client, Visit Carmel, the destination marketing organization for Carmel-by-the-Sea.

This beautiful, coastal California town is a popular travel destination where hotel bookings drive a large portion of revenue to the local economy. Visit Carmel looked to The Abbi Agency to put together a plan that would reach potential visitors and ultimately convince them to head to the European-inspired village for a stay. The Abbi Agency used Cision to track Visit Carmel's coverage, past and present, and measure and analyze that coverage based on certain benchmarks. By doing so, they were able to use the power of digital PR to deliver a successful campaign.



## The Challenge

Many California towns depend on tourism, and Carmel-by-the-Sea is no exception. Visit Carmel, the destination-marketing organization for the town, wanted to increase awareness of the picturesque village to potential visitors (especially from the Bay Area).

Visit Carmel enlisted the expertise of The Abbi Agency, who went to work implementing a new, digital-first PR strategy that would seek to reach potential visitors and ultimately increase revenue via increased visitation and hotel bookings. To do this, The Abbi Agency had to run an audit of Carmel's past media mentions, find and further develop key messaging that would resonate with audiences, and secure online media placements in both brand-building and online traffic-driving outlets.

For this new strategy, it was crucial for The Abbi Agency to be able to build brand awareness with measurable results like boosting CarmelCalifornia.com's search ranking and traffic. Therefore, The Abbi Agency created and relied upon goals such as ensuring 70% of earned media placements were in digital media outlets with a higher Domain Authority ranking than CarmelCalifornia.com and increasing Visit Carmel's online presence by ensuring 50% of digital earned media placements included a backlink to CarmelCalifornia.com.

## The Solution

The Abbi Agency turned to Cision to help execute this digital-first strategy. They used the monitoring tools to pull previous coverage that had high traffic to see which stories were driving traffic to the Visit Carmel website and were then able to re-pitch those outlets with updated stories to further drive traffic. They then tracked earned media placements with backlinks that focused around six themes (art, architecture, culinary, dog-friendly, inns, and romance) uncovered in their research. Paramount to their strategy, The Abbi Agency was also able to use Cision to monitor CarmelCalifornia.com's Domain Authority to track and prove that it was increasing.



# The Results

Securing digital earned media placements was critical to campaign success as it was the first step in driving measurable traffic and search authority to CarmelCalifornia.com. Cision provided the tools for benchmarking Visit Carmel's earned media efforts and measuring how The Abbi Agency's new strategy impacted the business:

- The agency secured 54 digital earned media placements in brand-building media outlets, resulting in 63% of the placements.
- The agency secured 31 digital earned media placements in Bay Area media alone, resulting in 36% of the placements.
- The agency secured 85 digital earned media placements in total and 55% (47 placements) included a backlink to CarmelCalifornia.com.

*"The Abbi Agency prides itself on investing in the most comprehensive software for our clients. We do this to ensure we can showcase return on investment and real value. With that in mind, we chose Cision as our software partner for this campaign."*

— Abbi Agency



Cision not only provided traditional ways to measure with mentions, reach and sentiment, but also delivered sophisticated digital metrics including Domain Authority from MOZ and key message pull through.

- Of the 85 placements, at least one key message was represented in each story with most stories averaging 2 to 3 key messages per story. Key message breakdown: Art: 48%; Architecture: 50%; Culinary: 65%; Dog-Friendly: 30%; Inns: 37%; Romance: 18%

By using Cision, The Abbi Agency was also able to connect CarmelCalifornia.com's Google Analytics to analyze direct traffic and which outlets were creating the most traffic in order to continually optimize their pitching strategy and measure success against one of Visit Carmel's most important business strategies – website traffic.

- The agency secured 80% (68 placements) of all digital earned media placements in an online media outlet with a higher Domain Authority ranking than CarmelCalifornia.com



## THE CUSTOMER

The Abbi Agency is an integrated agency out of Reno, Nevada. They primarily work with clients in the destination marketing and hospitality industries. With every client, The Abbi Agency's mission is concise and effective: build brand awareness, drive website traffic, and increase visitation to their clients' destinations. Outside of their work with Visit Carmel, the agency has used their nimble and adaptive operating structure to help brands like Travel Nevada and North Lake Tahoe. with effective, integrated communications strategies.



## ABOUT CISION

Cision Ltd. is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 4,800 employees with offices in 24 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the Cision Communications Cloud®, visit [www.cision.com](http://www.cision.com) and follow Cision on Twitter @Cision

## LEARN HOW CISION CAN TRANSFORM YOUR COMMUNICATIONS

866.639.5087  
130 E Randolph St., 7th Floor, Chicago, IL 60601  
Copyright © 2020 Cision Ltd. All Rights Reserved.

