



CIPR PRIDE
AWARDS 2019 GOLD WINNER

Category: Outstanding Small Public Relations Consultancy

Company: AIM Content Marketing

Number of employees - including executive / support staff - and annual fee income:

Two full time (soon to be three).

Five freelance.

Business objectives and analysis of performance against budget over the past three years:

It's our mission to make client goals a reality. We achieve this by delivering results-orientated PR and content by a team of passionate experts. We don't just get to know our clients by reading their website or brand manual, we live and breathe them and become an extension of their team.

Our aim is simple; to tell the stories of the brands we work with, brought to life via PR, social media, content and design - showcasing what makes our clients unique.

A small but growing team of PR and creative professionals, we possess flair, creativity, a strong work ethic and a wealth of experience across the sectors we service. The team's personable nature and commitment to our work make them AIM's finest resource.

The objectives in year one (2017/2018):

Win three clients:

- Between January 2018 - June 2018, AIM secured four retained clients plus additional project work.

To make a genuine impact on our client's business:

- Founding clients remain, which shows we achieved this. Early work was content writing, PR and social media management. We delivered more PR coverage and online leads for clients, engagement and CTRs on the social media accounts also increased.

The first year was about understanding if AIM was a sustainable business - it was!

The objectives for year two (2018 / 2019):

- Retain client base from year one (achieved)
- Win four more retained clients (achieved) - we have won twelve more retained clients as well as seven projects
- Appoint a full-time member of the team (achieved) - Tom Tawell joined in January 2019
- Offer additional services (achieved) - In 2018 we started offering clients design services. We now deliver this to clients, globally
- Enter CIPR Pride awards (achieved) - We have entered three awards but it's not about winning these awards but an opportunity to reflect on what we've achieved.

A brief overview of business / team strategy:

To enjoy a genuine partnership approach with our clients, designed to deliver PR and content which leads to commercial outcomes.

To create a positive and flexible place to work, which rewards commitment.

To enable the team to grow, learn and develop, professionally and personally.

We look to work with brands and businesses which excite us. We focus on lifestyle brands, playing to our strengths, passion and experience. All new business has been organic, and everyone is involved in this. Team members receive 5% of any new client's fee they bring into the business.

In a less structured way, we also reward team members on an ad-hoc basis, something we call "the little things". The team goes over and above what is expected and, as a result, we show them we appreciate it. Regular team lunches, free private healthcare, free gym memberships, flexible working, vouchers and other treats are offered. There is also a share option scheme available.

A summary of commitment to CPD and professionalism:

Personal development is highly regarded, and each employee has an annual budget of £1,000 to spend on CPD. Freelancers can attend courses if there's a business / client benefit.

PR and content is a 'round-the-clock' service, which is why we offer two wellbeing days to use over the course of a year, to be taken when team members need them.

Operating as a responsible business is important, which is why we fund / sponsor any charity challenges individuals want to do as well as offering two days a year for them to volunteer with charities/causes close to their heart.

We might be small, but there is a succession plan. A six-month induction programme is designed and KPIs are set (as well as monthly one to ones) to ensure the team progress, whether that's a new job title, more responsibility or a pay-rise.

We have regular team meetings and calls to share successes and to offer updates. Working with freelancers, we are aware of social isolation issues and do what we can to promote co-working at our office in Cambridgeshire.

CIPR membership is funded by AIM.

A summary of recent outstanding achievements, including client list growth / retention:

Retention of our clients and growth from four to 16 clients.

Launch of additional services and growth of client accounts.

Survived a large client not paying fees due to CVA.

Winning three global clients based in the USA.

Growing team from one to three in June '19.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

The Training Room's (TTR) goal is to educate and train more Personal Trainers (PTs) and fitness professionals.

Objectives:

- Differentiate TTR to its competitors
- Generate more inbound leads
- Increase TTR's profile within the B2B sector.

Strategy:

TTR's sector is crowded and largely marketed on price. We wanted to move away from this and educate potential students about what makes TTR different and more premium, compared to the competition. Using PR and content, we have brought to life the people who educate the PTs of tomorrow, as well as showcasing the amazing TTR graduates and demonstrating the opportunities available.

Tactics/ Implementation:

Working closely with the tutor team, we have been able to secure great PR opportunities. They support us with technical articles and commentary for specific journalist requests and forward features.

We arranged a photo and video shoot bring to life the brand last year. This helped to further differentiate TTR and highlight its USPs. The content featured TTR personnel and graduates, creating impactful content that spoke strongly to its target audiences.

We launched a podcast series (4 June). Hosted by the tutor team, it showcases the talent and expertise within TTR, differentiates the brand.

Outputs:

- Video content
- Ongoing PR
- Podcast
- Blogs
- White papers
- Webinars with the tutor team.

Outcomes:

- Increase in PR year on year (going from zero to an average of 3-4 B2B pieces and 1-2 consumer pieces per month)
- Hits to the website have increased, driven by the new engaging content.

Delivered:

- Total web conversion increase of 0.74% - was 3.38% - now 4.12%
- Videos have driven more leads and had 1634 views in three months (organic)
- AIM's activity has led to 240 high-quality web leads per month equating in £23,000 revenue per month
- Budget: £12,000 per annum (retainer), video was £4,000.