

## Selecta: Successful link building for SEO project

Selecta is Europe's leading vending machine manufacturer that offers coffee and convenience food solutions at work and in public spaces. With over 9,000 employees and 250,000 customers in 16 countries, Selecta serves an average of more than 10 million consumers a day through its 460,000 sales outlets across Europe.

In December 2019, based on a recommendation, Selecta commissioned Chris Cross Relations as a PR agency with local market expertise and another First PR Alliance member in the Netherlands to support a campaign locally on project-basis with the goal of increasing the Selecta website presence.

This should be done through off-site optimization using backlinks. The focus was on the media with an online presence, since the aim of the campaign was to generate online links with publications. In accordance with the GDPR applicable in Germany, the contacts identified were initially contacted by phone. Before it was sent out, the study commissioned in the UK had to be localized by Chris Cross Relations and adapted to Germany. This was followed by a 1:1 email to the target media contacts as well as subsequent follow-up on the phone.

### MEMBER AGENCIES

- Chris Cross Relations
- Another First PR Alliance member

**TIME** December 2019 – today

### LOCATION

- Switzerland
- Netherlands



### VALUE CREATED

The result was impressive and the goals agreed at the beginning of the project were met quantitatively and qualitatively by Chris Cross Relations to the satisfaction of the customer. Skye Sanders, Group Marketing & Communications Manager, Selecta TMP AG, is well satisfied and thanks Chris Cross Relations with the following statement: "Many thanks Christine. I appreciate your diligent support of our team and this outreach effort with link-building pitching and placing of written material and suitable content (in English for translation into German). The outreach part of the task requires specialist expertise in local language with local market knowledge which you and Chris Cross Relations have successfully delivered on a 4-months project basis. I look forward to being in touch again as soon as we are able to re-activate this project after Corona."