

A person is silhouetted against a night sky filled with stars and the Milky Way galaxy. The galaxy's core is visible as a bright, colorful band of light stretching across the sky. The person is standing on a dark, rocky outcrop in the foreground, looking up at the stars.

How to create content that deserves coverage

@LisaDMyers

UK
SEARCH
AWARDS
2017



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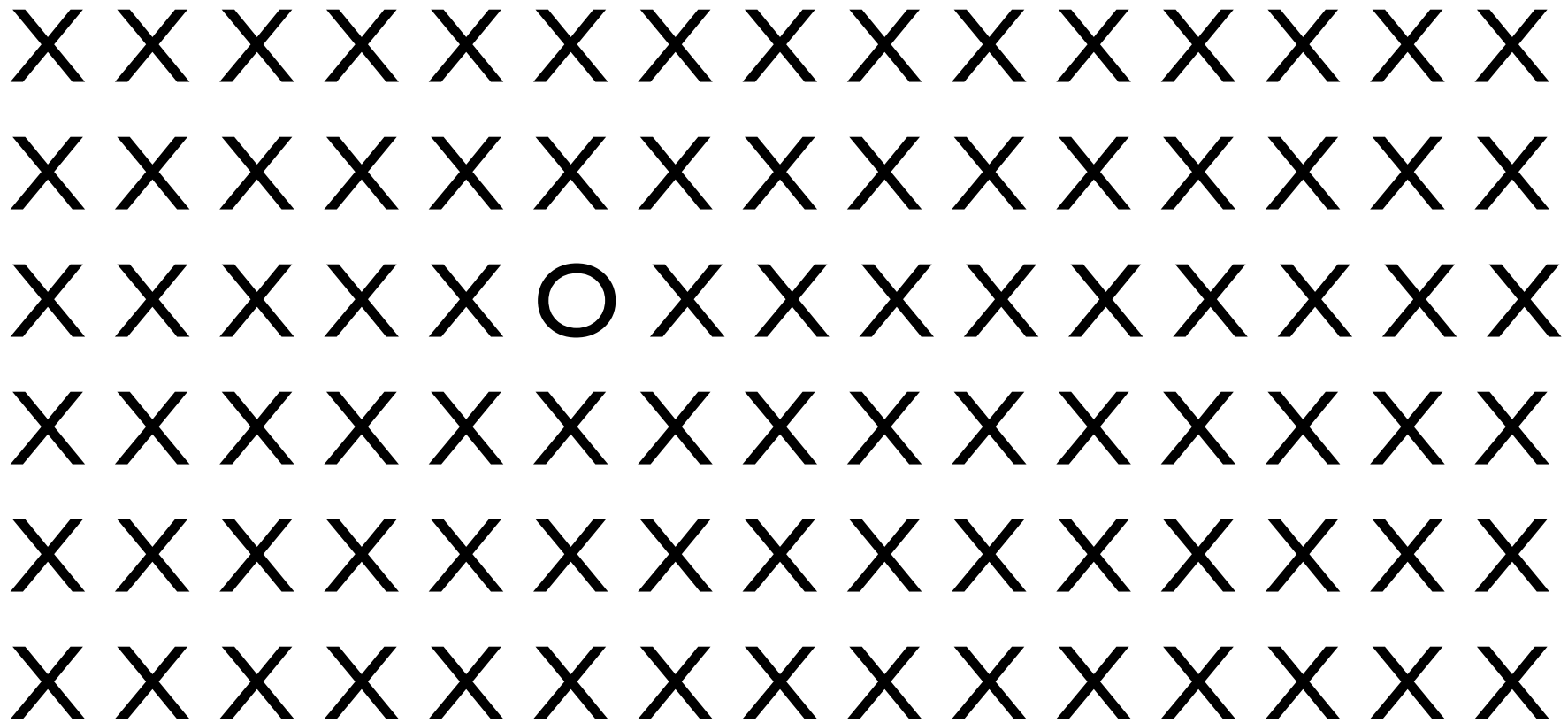


Best SEO Agency
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Content Marketing Agency of the Year 2018
- UK Content Awards







WE THINK LIKE

50s AD EXECs & EXECUTE LIKE GEEKS

69
websites

everything
else



Target the **biggest sites** in order to snowball

We are an SEO Agency, which means our most important metric is **links**

Our Work Regularly Receives Print Coverage



New York Post



Washington Post



The Mirror



The Metro

Radio Coverage



AND even TV Coverage



TV3 (Sweden)



NBC



ITV

Our work is regularly shared by high-profile organizations



Greenpeace



WWF



NASA

and high profile figures



Mayor of London
@MayorofLondon

Follow

Fantastic to see London being recognised for our incredible live music. I'm working hard with [@nightczar](#) to protect London's music scene, and help it thrive. [#LondonIsOpen](#)



CLASH [@clash_music](#)
London declared the gig capital of the world, pushing New York into second place... [clashmusic.com/news/london-de...](#)



Arianna Huffington
@ariannahuff

[Activity](#) | [Map](#) | [Analyse](#) | [Visualise](#) | [Alert](#)

On the important of failure and what I've learned from mine...
[ow.ly/qv7x30i3PAQ](#)



[5 Super Achievers Who Were Once Dismissed as Hopeless Failures](#) *You're not alone in facing a chorus of doubters. So did Steve Jobs, Oprah, and other superstars.*
[inc.com](#)

a day ago · [Hootsuite](#) · en

24 63



Tony Robbins
@TonyRobbins

Follow

Pro gaming may soon eclipse sports including basketball and baseball - We own team liquid! 🙌👍😎



Pro gaming may soon eclipse sports including basketball and baseball
Competitive gaming's audience size and prizes are astounding, says Jurica Dujmovic.
[marketwatch.com](#)



It's not bragging if it's true

66 campaigns!

350 ideas

What does that say about us?

We come up with A LOT of SHIT Ideas





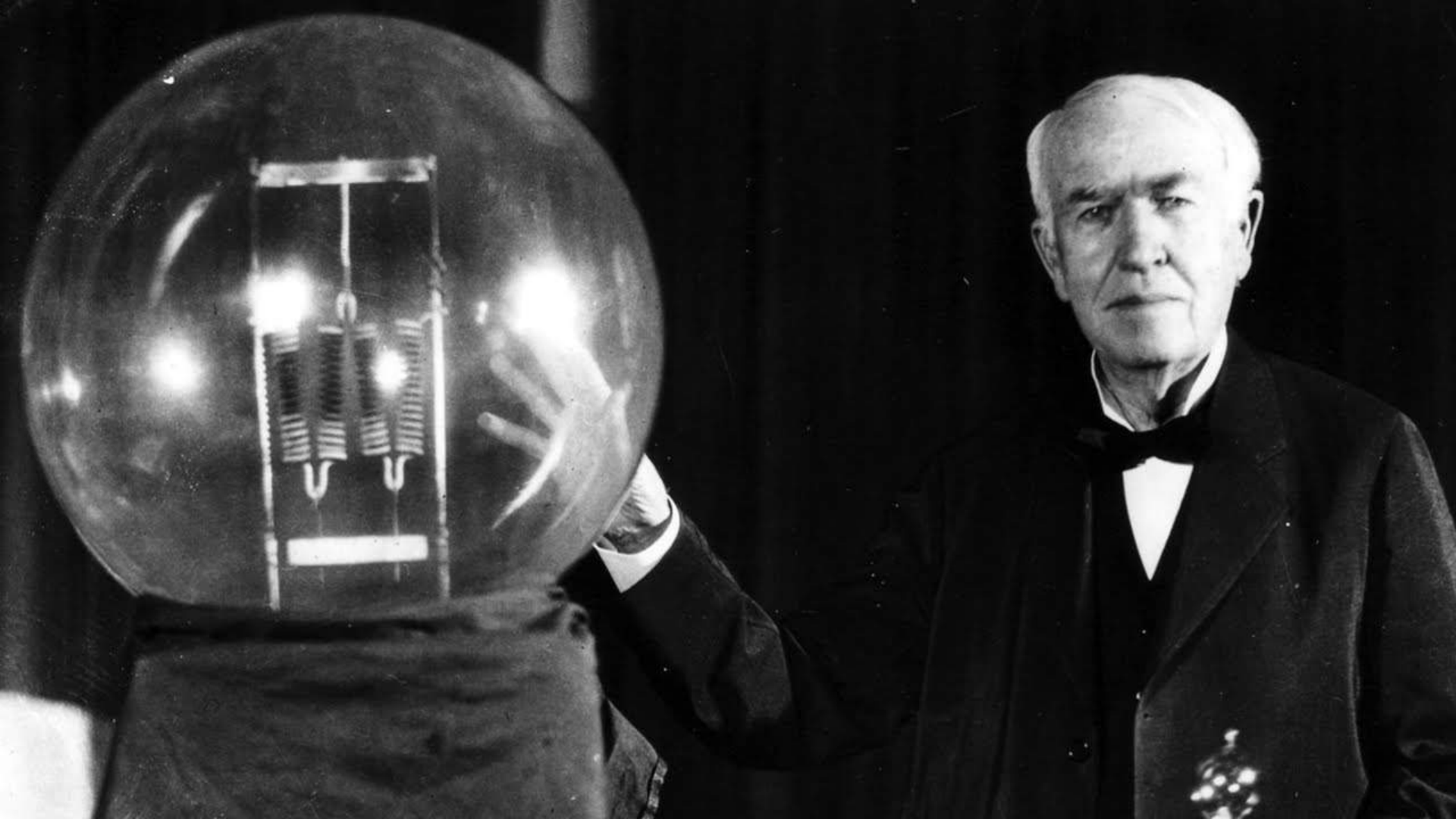
*You have to be willing to come up with
SHIT ideas in order to come up with
GREAT ideas!*

Don't be afraid to fail!



original





Music Videos
Audiobooks
Podcasts
iPod Games
iTunes U
iTunes U

TOP SELLING

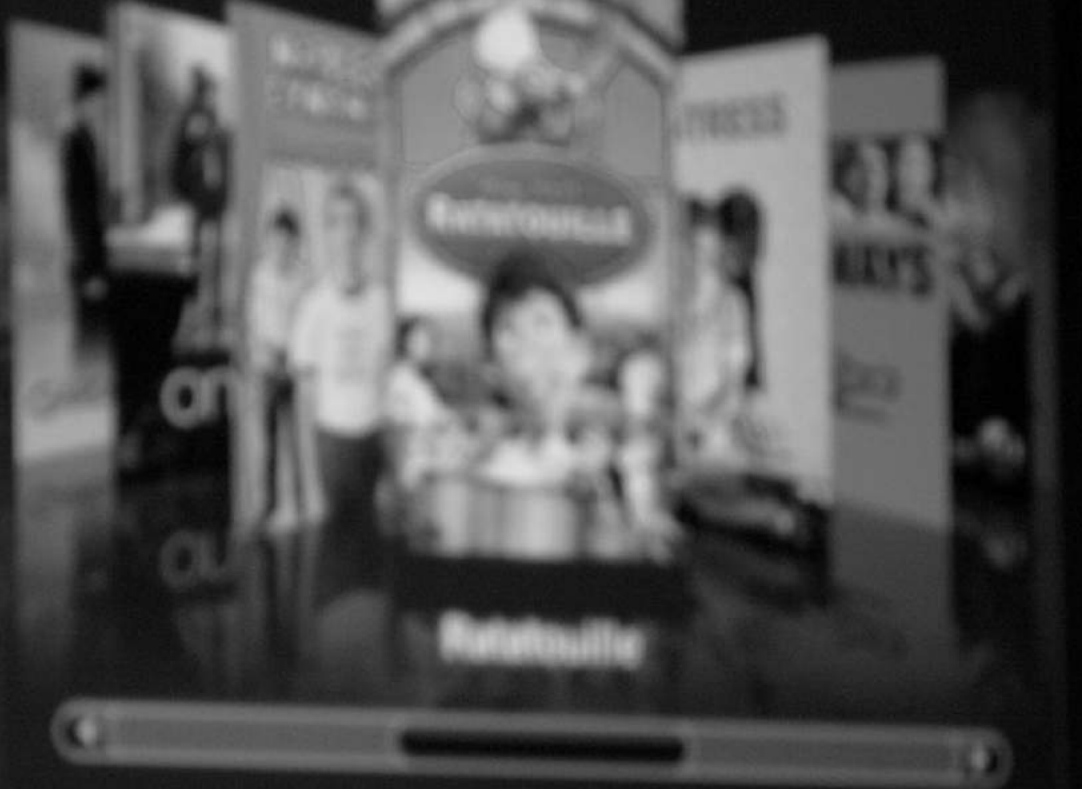


1. **Ratatouille**

2. **...**

3. **...**

4. **...**



More Search
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TOP MOVIES



1. **Ratatouille**

2. **...**

3. **...**

4. **...**



Innovative

Innovative

/'Inəveɪt/

verb

to take something and make it better



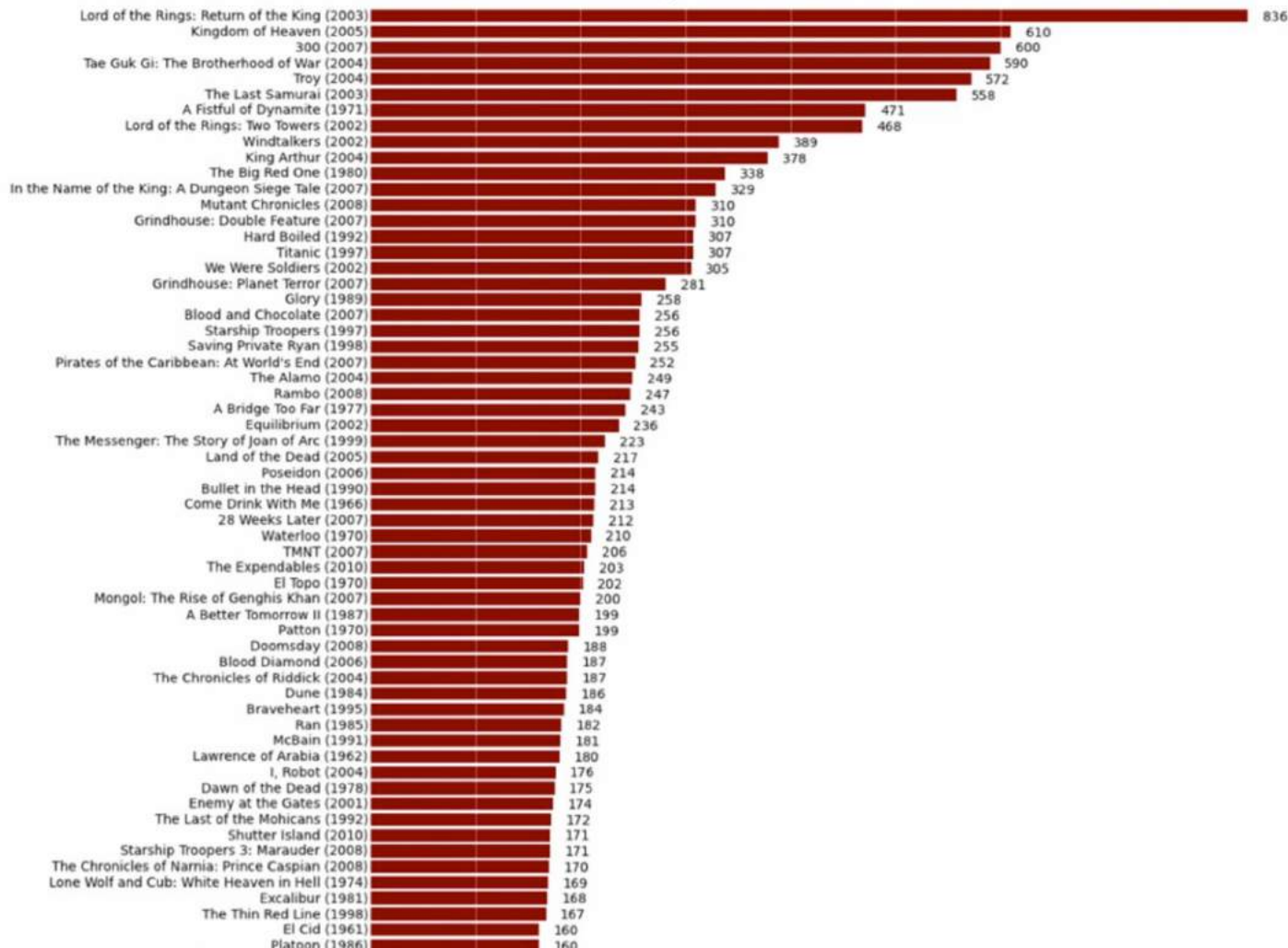
Jaws in Space



Find Something that *Nearly Worked*



100 deadliest films by on-screen kills



= DIRECTOR'S CUT =

= DIRECTOR'S CUT =

TOP 10

EXPLORE DATA

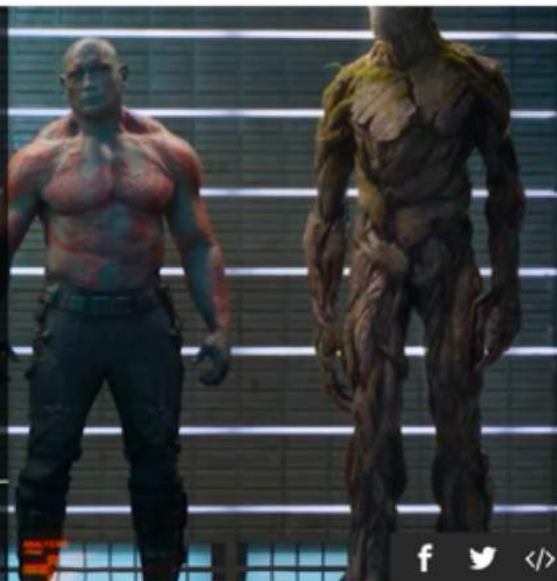
Body Count

#1 GUARDIANS OF THE GALAXY PG-13

DEATH COUNT
83,871 ^

Director: James Gunn
Year: 2014
Rating: PG-13
Genre: Action | Adventure | Sci-Fi

When space bandit, Peter Quill, steals an orb belonging to a powerful villain, he finds himself being chased by relentless bounty hunters. Under less-than-friendly circumstances, Quill meets four misfits and as he discovers the orb's true power, the intergalactic criminals have to come together to save the universe. The film has a whopping 83,871 deaths, ranking first by far. Did you know that before the final battle, the song Cherry Bomb was played on set as the characters made their entrances? Director, James Gunn, said it was to help the actors really get into character for the epic scene.



8.1

IMDb

91%

Rotten tomatoes

76%

Metacritic

f t </>

DRACULA UNTOLD PG-13

5,687

THE SUM OF ALL FEARS PG-13

2,922

THE LORD OF THE RINGS: THE RETURN OF THE KING PG-13

2,798

200: RISE OF AN EMPIRE PG-13

2,224

f t </> i

Guardians of the Galaxy

Guardians of the Galaxy tops list of deadliest films with 83,871 fatalities

Three JRR Tolkien films also make the top 10, suggesting family entertainment is more perilous than horror movies

Catherine Shoard

@catherineshoard

Tuesday 4 October 2016 11.29 BST



Shares 11,958 Comments 159

Save for later



Destructive force ... Guardians of the Galaxy. Photograph: Sportsphoto/Allstar/Marvel Studios

Guardians of the Galaxy, the tongue-in-cheek superhero movie starring Chris Pratt, has comprehensively topped a study of the deadliest blockbusters, thanks to an especially bloody finale.

The film sees the killing of 80,000 Nova Corps pilots in one of its closing scenes, which takes its estimated on-screen body count to 83,871 - that's 78,184 more

Most popular



Trump or Clinton: who won the second presidential debate? | The Guardian panel



Donald Trump threatens Hillary Clinton with jail in second presidential debate



I'm a gentleman': Trump menaces Clinton with imposing presence and brash insults



Guardian/ICM poll gives Tories 17-point post-conference lead - Politics live



Britain to push post-Brexit UK immigration controls back to Irish border



James Gunn ✓
@JamesGunn



Following

So I guess #GotG is now the deadliest film in movie history. By, like, a lot. Um, yay? 🤔



theguardian

Guardians of the Galaxy tops list of deadliest films with 83,871 fatalities

Three JRR Tolkien films also make the top 10, suggesting family entertainment is more perilous than horror movies

theguardian.com

RETWEETS

578

LIKES

1,519



6:30 PM - 4 Oct 2016



578

1.5K



700 Links

Irish Examiner

 EXPRESS

THE INDEPENDENT



Digital Spy.

theguardian

NME



 CBS

YAHOO!

Aol.

THE HUFFINGTON POST

 IGN

Entertainment

RadioTimes

TimeOut

T W E N T Y F O U R H O U R L D N

From dawn till dusk, and beyond, London bursts with life. Explore the city skyline in detail with this immersive, high definition picture.

DISCOVER





159 Links

1.7 million views





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Explore the Norwegian scenery through a 360° perspective by using your mouse to rotate the camera and view the journey from all angles.

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[Play VR Mode](#)

105 pieces of coverage

200,000 Views

Dagbladet

NORWAY
POWERED BY NATURE

MailOnline

YAHOO!
NEWS

TRAVEL+
LEISURE

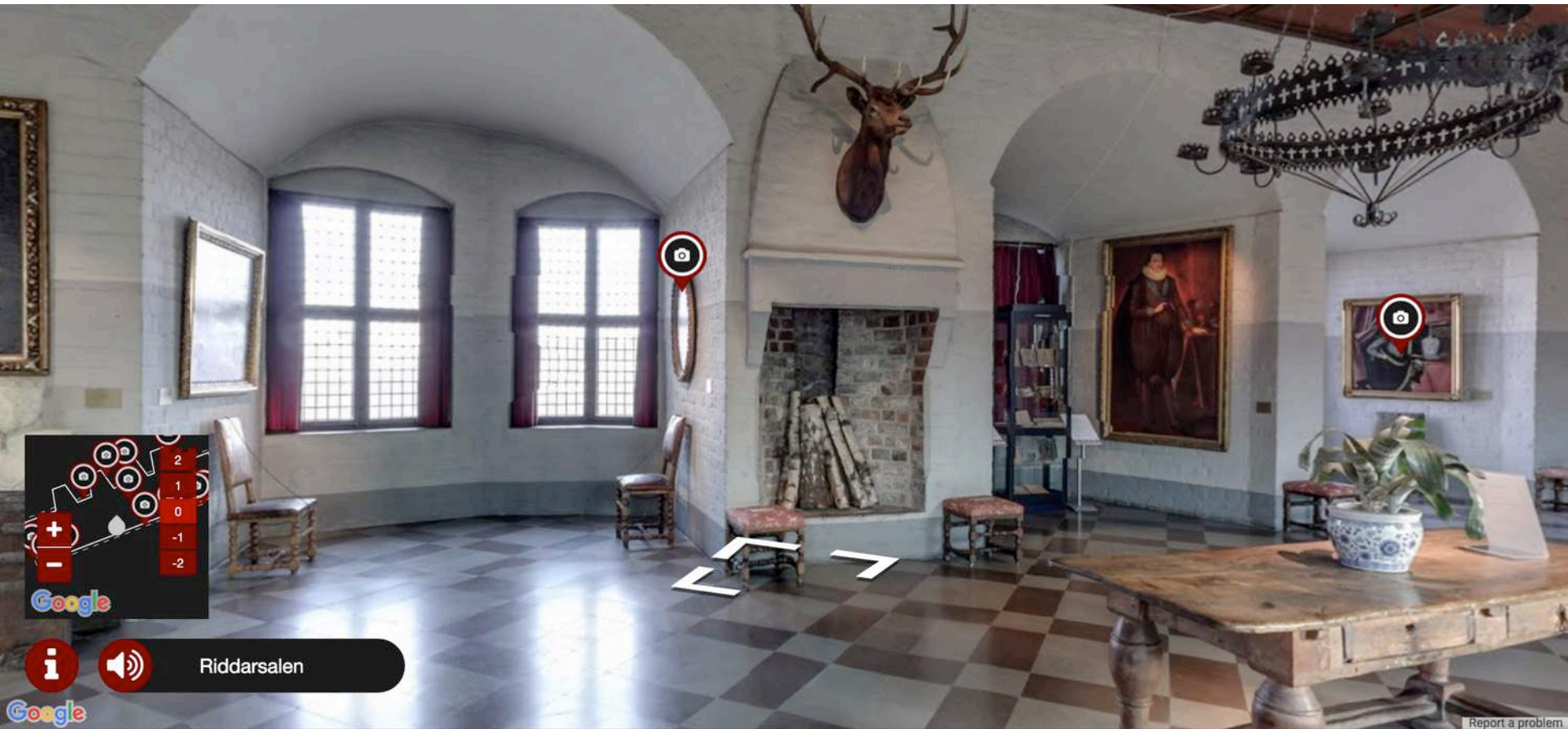


Malmö stad

Malmöhus slott - virtuell rundtur

Slott byggs, slott förstörs och i vissa fall blir de till museum. Malmöhus slott är ett av dessa. Gå omkring i Nordens äldsta bevarade renässansslott och kom närmare Skåne och Malmös historia med Expedias virtuella rundtur av Malmöhus slott.

[Utforska slottet](#)



Navigation panel with a red volume icon and a black information bar at the bottom with the text "Riddarsalen".

Riddarsalen

86 Links

25k Views + TV coverage





what makes a **HOLLYWOOD HIT?**

Which actors, directors and studios have made the most profitable movies?
We analysed four decades of film data to see what makes a box office hit.

EXPLORE



See which actors have starred in the highest grossing films, and whose movies generate the highest ROI on average. Filter the data by the top billed actors only, or the top four billed actors, and by decade using the tabs on the bottom right. Click on an actor to see the movie with the highest ROI.

Appearances

Average ROI

TOP BILLED ACTORS AVERAGE ROI: 1980s - 2010s

1	Emilio Estevez	6.7/1
2	Jean-Claude Van Damme	4.2/1
3	Mel Gibson	3.5/1
4	Tyler Perry	3.0/1
5	Dudley Moore	3.0/1
6	Ice Cube	2.9/1
7	Richard Gere	2.4/1
8	Bill Murray	2.3/1
9	Nicolas Cage	2.3/1
10	Chuck Norris	2.2/1
11	Chevy Chase	2.1/1
12	Ben Affleck	2.0/1



McConaughey

TOP BILLED

TOP 4 BILLED

CHOOSE DECADE

LATEST IN BUSINESS



Businesses fear Amazon way more than they fear Trump



This keg holds a 'year supply' of ranch dressing



Forbes: Wilbur Ross is lying about being a billionaire



Silly new name for Coach's parent doesn't help handbag sales



Lyft finally opens a permanent office in New York



Apple

BUSINESS



This list of Hollywood's most profitable stars is hard to believe

By Richard Morgan

October 18, 2017 | 10:11pm | Updated



COLUMNISTS

John Crudele



There's something fishy about this radio contest

Jonathon Trugman



One year in White House Trump delivers on his economic growth promise

Steve Cuozzo



Lawsuit targeting restaurants for dropping tips is a warning sign

SEE ALL COLUMNISTS >



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10.19.17 | QUICK HIT

You Will Never, Ever Guess Who Hollywood's Most Profitable Star Is

Grab a hat and get ready to hold onto it as we explain who was deemed the movie biz's best ROI—and how one of today's biggest stars was ranked the worst.



[Photo: Glow Images, Inc / Getty Images]

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Emilio Estevez May Still Be the Most Profitable Hollywood Actor

by CORINNE HELLER | Thu., Oct. 19, 2017 8:10 AM



The most profitable top-billed male actor may be **Emilio Estevez**. Really. Did we stutter?

After analyzing box office data from 1980 to 2017, the British betting site **PartyCasino** determined that the 55-year-old actor, star of films like *The Breakfast Club*, *St. Elmo's Fire*, *The Mighty Ducks* and the *Young Guns* movies, and older brother of **Charlie Sheen** and eldest of **Martin Sheen's** four children, delivered the best return of any top-billed male actor who has



In print

PICTURE THAT!

MTA 'folds' on subway seats

Most-profitable stars hard to believe

Billy Joel to be dad again at 68

MOST PROFITABLE STARS

1. Brad Pitt (\$1.2B)
2. Matt Damon (\$1.1B)
3. George Clooney (\$1.1B)
4. Tom Cruise (\$1.1B)
5. Will Smith (\$1.1B)

MOST PROFITABLE ACTRESS

1. Angelina Jolie (\$1.1B)
2. Annette Bening (\$1.1B)
3. Julia Roberts (\$1.1B)
4. Meryl Streep (\$1.1B)
5. Al Pacino (\$1.1B)

MOST PROFITABLE MUSICIAN

1. Bruce Springsteen (\$1.1B)
2. Bob Dylan (\$1.1B)
3. The Beatles (\$1.1B)
4. The Rolling Stones (\$1.1B)
5. The Who (\$1.1B)

New York Post (250k)

On Radio



Virgin Radio Canada (7.8k)



ESPN Radio (59k)



WKRC Radio (79k)

On TV



Yahoo Finance (131k)



Today Show (NBC) (2.5 million)



E!News (3 million)

165 links

6 million views



How?

It's really about not giving up

TWENTYFOUR HOUR LDN

From dawn till dusk, and beyond, London bursts with life. Explore the city skyline in detail with this immersive, high definition picture.

DISCOVER





3 buildings fell through – it took 6 months to get this campaign created.



YOU are **NOT** a fucking monkey!

Do not let anyone tell you it **can't**
be done

It is not who you are that holds you back, it's who you think you are not.

Thank You!

Lisa.Myers@vervesearch.com
@LisaDMyers

