



Case Study

Building profile and driving sales through integrated comms

The Challenge:

Changeworks Recycling provides business waste collection, recycling, food waste collection and secure shredding services to businesses across Edinburgh, Glasgow and Scotland's central belt.

Operating in a very competitive space, Changeworks Recycling needed to:

- Generate awareness of its services as the most sustainable recycling business in Scotland
- Educate businesses on the importance of effective recycling for reducing waste, carbon and cost
- Generate inbound leads from businesses looking for a new business waste collection partner

The Solution:

Represent conducted extensive research into Changeworks Recycling's target market and conducted an in-depth website review, before devising and managing an integrated comms strategy that focused on:

- PR to drive awareness of Changeworks Recycling among Edinburgh and Glasgow businesses and promote its environmental credentials (e.g. its electric fleet)
- SEO and content marketing to drive inbound enquiries
- Social media to drive awareness and drive traffic to site

Tactics included:

- Keyword research to identify the most searched for terms relating to the client's service
- Creation of optimised landing pages
- Linkbuilding to increase authority and visibility of the website
- Optimised blog posts including 'Office recycling: How to get up and running', 'Recycling myths explained', 'What documents should be shredded?', and 'Your office recycling checklist'
- Business profiles promoting Changeworks Recycling's commitment to reducing waste and increasing recycling rates
- Thought leadership campaigns focused on helping businesses understand the impact of new trade waste regulations, as well as the business benefits of effective recycling
- Social content focused on promoting the benefits of recycling including reducing waste, carbon and costs

The Impact:

- Over 40 pieces of tier one media coverage including in the Herald, the Scotsman, Edinburgh Evening News and Business Insider
- 205 qualified leads