



# FINANCE BLOGGER TURNS MONTHLY PR PLAN INTO LONG-TERM VISIBILITY

## At a glance

A finance educator with a strong blog but no press coverage, hesitant to commit big PR dollars.

## CHALLENGES

Couldn't afford a one-time feature but wanted recurring visibility. Needed cost-efficient trust building.

## SOLUTIONS

Enrolled him in our \$25/month subscription plan:

### Key metrics

- 30% Newsletter Growth
- Guest Post Invites from 2 Platforms
- 200+ Monthly Blog Comments from New Visitors

1

Secured 2 features over 6 months

2

Aligned content with trending financial literacy and side hustle topics

3

Provided full editorial planning and positioning

## BENEFITS

1

### Long-Term Results

Built credibility gradually without upfront costs.

2

### Niche Community Growth

Became a regular name in "Budgeting & Side Hustle" spaces.

3

### Reusable PR Assets

Repurposed media links across all landing pages.

## Focused Areas

- Finance
- Blogging
- Subscription PR

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