



# 2022 Performance Metrics

COMMUNICATIONS

CONTENT GENERATION

MEDIA ENGAGEMENT

Another highly successful year with examples of the KPIs we generated for a few of our clients

Blogs / Social Media Content



423

Editorial / Articles written / Pitched



66

Newsletters



27

Customer Emails / Letters / Invites



46

Case Studies



4

Video Scripts



21

Press Releases / Announcements



42

Sponsorship Messaging / Industry Projects



22

Industry Awareness Days



21

Client Internal Projects / Initiatives



24

White Papers / Service Collateral / Product Brochures / Adverts



129

Media Interviews



68

Employee Content/Campaigns



18

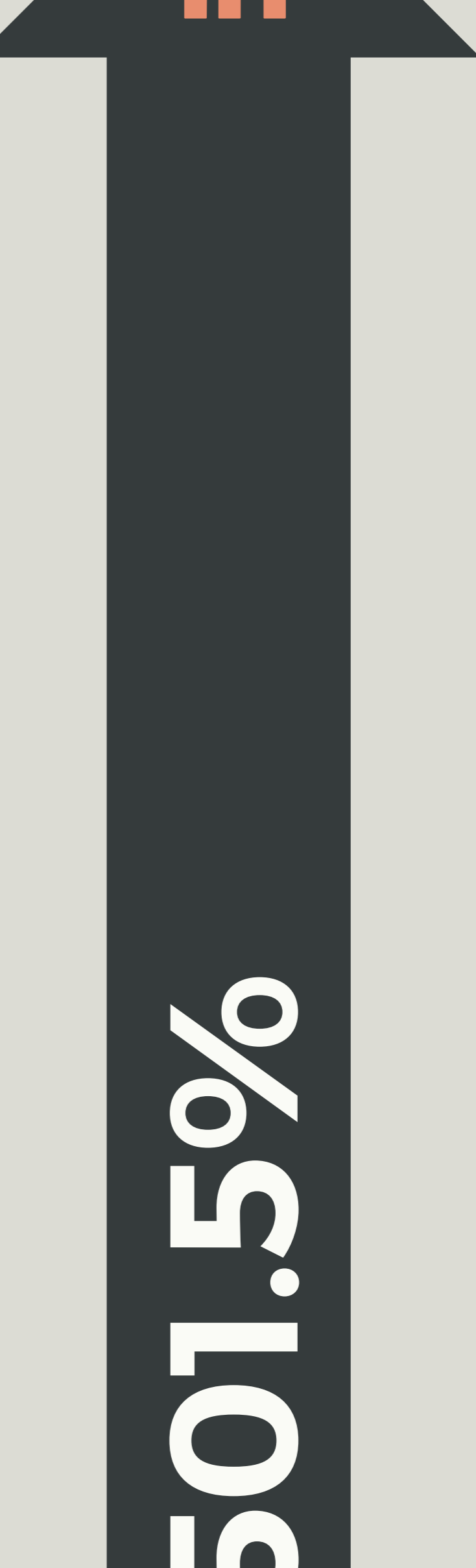
Trade Event Support



52

Social Media

We've managed the social media channels for one of our international clients. Without any 'paid for' element we've successfully achieved an uplift in their follower base by:



For one client we've achieved a ROI by 26 times their original retainer spend



£7.9M

Coverage Value (Equiv £ Spend)

£220K

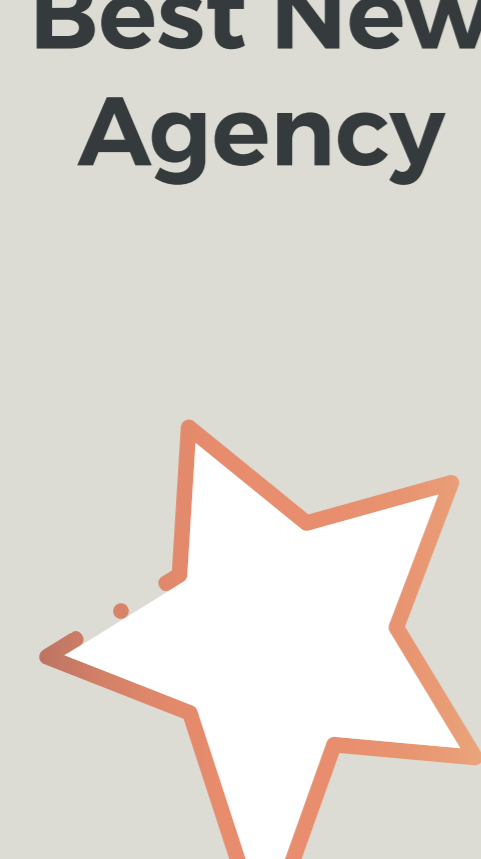
Value Generated (£/Mnth)

2,447

Pieces of Coverage



Best New Agency



Bulldog PR Awards 2022

New PR Agency of the Year



Corporate LiveWire Innovation & Excellence Awards 2022

Best Marine and Maritime PR Experts



Logistics Warehouse & Supply Chain Awards 2022



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