



The Web

Cobalt Blue works with clients to create a tailored online PR strategy to build and maintain their internet presence. Our expertise at e-PR means that we make it an integral part of traditional PR activities.

Online media

Using an electronic newswire service, a single release can be instantly sent to hundreds of relevant websites, portals and news services around the globe. This is supported by effective media liaison. We can also track online coverage of releases issued via the newswire.

Online press centre

A website's press centre is often the first port of call for press, customers and visitors interested in corporate information and latest releases. At Cobalt Blue, we work with clients to develop and maintain online press centres with news, customer success stories and interactive tools, such as videos and webinars.

Registration / directing the traffic

We work with new media agencies to ensure your site is high in the relevant search engines. We also help to research relevant search terms and portals to direct all important traffic to your site.

The press webinar

A key problem is to get busy global clients and press together face-to-face. The Webinar provides the ideal platform for press to chat to clients via a detailed questions and answers session on the net.

Online tracking and auditing service

It is essential that companies keep a track of their online reputations. This demands the constant monitoring of newswires, newsgroups, chatrooms and discussion forums. At Cobalt Blue, we undertake an online tracking and auditing service.

Viral marketing campaigns

We work with clients to create compelling and successful online promotions and viral marketing campaigns to reach the target audiences that matter.

Web writing

At Cobalt Blue, we have written website copy for many leading multinational companies. It isn't just about writing good copy for the internet. We can distill a company's expansive corporate knowledge into a few telling and compelling soundbites.

E-zine

Electronic style newsletters can be used for a number of tactics – keeping customers informed, as part of a permission-based email campaign or to target influencers with an issues-based newsletter.