

# PRWeek



## SHINING MOMENT

The Twinklets characters by Swarovski seek a memorable debut in the US  
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## PR TOOLBOX



Demonstrating ROI, call-in radio segments, and more

### ROI

How can we effectively show clients and/or company management the ROI of PR tactics?

Inserting anchor text links in traditional press releases and tagging them throughout the copy can be a good way to measure customer activity generated by a specific press release, says Patrick Ward, chief strategic officer at 104 West Partners.

“Anchor text links not only increase a release’s ranking in organic search results,” he adds, “but [they] also allow clients to measure the online activity the release creates by using specific tags at the end of each link.”

Every time a reader links to, downloads, or purchases something from the client or company Web site, the activity is captured and a direct link between a press release and customer interaction can be measured.

“Anchor text links are a simple way to update a traditional PR tool to be relevant in the contemporary, Web-oriented marketing world,” Ward notes.