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Appeal PR

Growing agency wins £120,000 new business



Harrogate-based digital PR and marketing agency Appeal has boosted its team and secured contracts with several new client wins.

The firm's new contracts, worth over £120,000 annually, follow the agency's recent expansion with a number of new appointments earlier in the year, and will see it deliver PR and digital marketing support across a number of sectors.

Among the new clients are leading temperature controlled storage and distribution firm Reed Boardall, Hull-based food manufacturing specialist Apple International and discretionary investment management company Myddleton Croft.

Susan Reid, director of Appeal, commented; "It's really exciting to be working with such an interesting and diverse group of clients – it's testament to the quality of our team, our strong track record within the B2B sector and our ability to really immerse ourselves in the businesses we work with. Also, the approach we bring of ensuring that all profile and PR activity positively impacts search results is paying dividends as businesses become more aware that smart media strategies can drive online profile and SEO."

Superconnected West Yorkshire has also renewed its contract with Appeal following the extension of the government-funded Superconnected Cities scheme. York-based pension to peer lender Grosvenor Financial and Leeds-based law firm Clarion have also extended previous contracts to deliver PR, online content and search consultancy.

Alongside the UK business wins, the agency is providing marketing, business development and profile support to a number of US-based businesses entering the UK market and UK firms exporting to the USA.

US clients include distribution and fulfilment company, Coast to Coast Fulfillment Inc, and business development agency Bellasarius LLC which are both seeking to raise their UK profile.

Paul Snape, Appeal managing director, said: "Our reputation is obviously growing outside the region and it is great to see the development of our international work complementing our core UK contracts. The USA is obviously a huge market for Yorkshire exporters too, and we're building up quite a network of transatlantic contacts, suppliers, partners and clients with recent increased interest in exporting to America," he added.