



Amplify

Amplify Credit Union | Amplifying Awareness to Grow Membership & Boost Traffic

CHALLENGE

[Amplify Credit Union](#) partnered with Pierpont to establish a media relations program to build brand awareness throughout Central Texas and beyond. From Fortune to the Austin American-Statesman to the Credit Union Times, Pierpont secured coverage that highlighted Amplify's financial expertise, innovation practices, and philanthropy efforts.

Recently, when Amplify went through a major website refresh, Pierpont had the opportunity to put a unique spin on the organization's ongoing media relations program.

OBJECTIVES

While media relations were critical to Amplify's success in terms of market awareness, shifting our focus to drive traffic to Amplify's new site created additional opportunities to align media placements with SEO efforts.

SOLUTION

Through an integrated approach with Amplify's SEO partner, we implemented an influencer relations campaign and backlinking program to improve domain authority for GoAmplify.com specifically focused on key terms and services in Austin.

Our overarching goal involved placing contributed content and guest posts written by Amplify subject matter experts on top-tier websites. The contributed content included relevant key terms and links back to select pages to improve Amplify's backlinking efforts and encourage someone to contact Amplify to learn more about a product or service.

RESULTS

To date, Amplify has seen success by building strong ongoing relationships with several key sites such as Forbes, Reuters, Personal Loan Reports, and Austin Moms Blog, improving Amplify site traffic year-over-year and boosting search ranking on select key terms.

