

WHY YOUR BUSINESS NEEDS A 'SHOW UP EVERYWHERE' STRATEGY



THOUGHT LEADERSHIP 2:0 IS YOUR
BIG OPPORTUNITY



THE URGENT NEED TO LEVERAGE AND COMMUNICATE YOUR EXPERTISE

Is your business struggling to stand out in a crowded marketplace? Or are you relying on outdated digital and SEO strategies, unaware that traditional search engine behaviour is vanishing in the face of AI-driven change? Do you even realise that your web traffic could soon fall off a cliff edge?



These are critical questions every business must ask, *right now*.

If your website lacks a bank of human-generated content - think insightful articles, valuable downloads, and expert-led resources - or if your business has no media presence, you risk falling into obscurity under AI search. Social media is only a part of the mix and may currently contribute little at all, depending on your content.

WITHOUT ONLINE CONTENT AND PR-GENERATED MEDIA ASSETS:

- YOUR EXPERTISE ISN'T REACHING YOUR IDEAL CLIENTS.
- YOU'RE INVISIBLE TO AI SEARCH BOTS, WHICH NOW SCAN FOR CREDIBILITY AND AUTHORITY.
- YOU'LL BE LEFT BEHIND IN A ZERO-CLICK WORLD, WHERE ONE AI-POWERED SEARCH BAR ANSWERS EVERY QUESTION WITHOUT SENDING USERS TO YOUR WEBSITE.

To be found, you must first be seen. If you're not already 'showing up everywhere', through in-depth website pages, insight-filled blogs, white papers and online downloads, press coverage and high-value social media content, you will soon be nowhere.

But this isn't just about being found online.

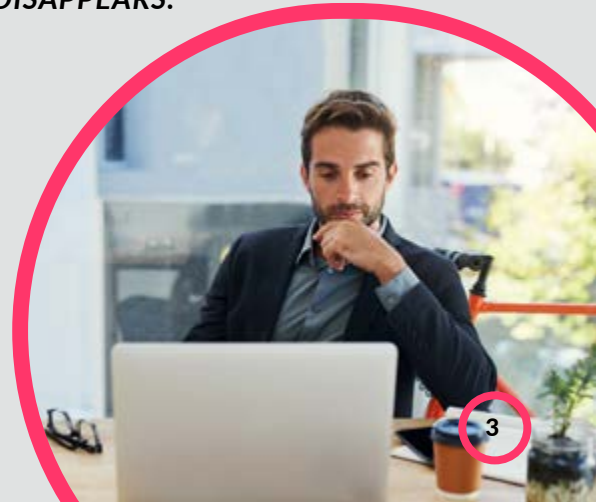
Establishing yourself as an authority in your field builds trust and credibility. It makes you the go-to

expert in your field. It can increase customer retention and so reduce your customer acquisition costs too. It makes you an *attractive employer*.

**QUITE SIMPLY, NOW IS THE TIME TO ACT,
BEFORE INVISIBILITY SETS IN.**

Catapult PR, a multi-award-winning agency, is here to help. We'll create and deliver the '*show up everywhere*' strategy your business needs, so you can thrive in this AI-transformed landscape.

**LET'S PUT YOUR EXPERTISE ON THE MAP,
BEFORE IT DISAPPEARS.**



HOW TO GET YOUR BRAND AND EXPERTISE IN FRONT OF CLIENTS AND CUSTOMERS

To stand out from your competitors and be found in AI search, you need to do something different. That does NOT mean something super-expensive.

WHAT YOU NEED IS A STRONG BRAND VOICE.

You need to become a thought leader in your field or local area and generate the impacts that the AI bots will find, as they analyse every single source available to them.

You can achieve this by adopting marketing tactics such as:

- Generating opinion pieces and by-lined articles
- Sharing insightful perspectives
- Developing innovative ideas
- Writing high-impact, trust-building blogs, articles and whitepapers

- Creating expert commentary in the media
- Winning awards and gaining recognition
- Commissioning 'owned' research and using the results within your sector
- Earning speaker opportunities
- Becoming a go-to authority
- Providing added value to the marketing material you produce
- Leveraging all of the above within your social media

This is Catapult's day in, day out type of work, as we have proved over 27 years. 69 top awards later, we are here to help you thrive in the new world of marketing.



IS THOUGHT LEADERSHIP RIGHT FOR ME?

You need to recognise that thought leadership is crucial for all businesses. What you need to be doing, right now, is responding to a world that needs to see supercharged EEAT (Experience, Expertise, Authority and Trust). Your strategies need to be built around:

- enhancing your credibility and trust-rating
- differentiating yourself from your competitors
- attracting new customers by becoming a helpful resource
- increasing customer loyalty and engagement
- generating the means to be found in AI search – after all, old-style SEO is now completely irrelevant.

Many businesses worry that they cannot achieve thought leadership, because they do not believe they have enough to say.

Do not be concerned about this. Catapult PR has shaped many thought leaders, across many industries. We can create the campaigns that allow you to become the best answer to your ideal customer's questions and that's just what Google and other search engines want to see.



ALL YOU NEED TO DO IS:

- Know your own subject matter
- Be prepared to have an opinion
- Be happy to become a spokesperson

Together, we can shape a strategy that will attract attention, grow your business and build your experience, expertise, trust and authority rankings.

THE TYPES OF ACTIVITY WE CAN WORK ON TOGETHER

Here are some of the things we can do for you, to drive your brand and business forward:



- Research areas in which you could dominate share of voice in your sector
- Develop a strong brand voice for your business
- Create storytelling that drives your thought leadership online and offline
- Generate high-value press coverage that builds your authority
- Position you as an industry spokesperson
- Write opinion pieces and by-lined articles
- Create white papers
- Write articles for your website that drive your online thought leadership and AI search potential
- Script videos and record podcasts that deliver your message in different ways
- Engage in strategic content creation that will contribute on-brand content for all of your channels
- Seek out speaking opportunities
- Work with you to win industry awards
- Support your local brand within your own community, through both external media relations and corporate community engagement programmes.



OUR EXPERTISE IN THIS AREA

Catapult PR has been building brands through thought leadership for 27 years. We are probably better equipped to deal with the requirements of AI search than most agencies out there.

Our skills in this field have made us the most successful PR and content agency, of our size, in the UK. As of 2025, we have 69 national and regional awards in our trophy cabinet and over 90 finalist commendations.

We have crafted campaigns that have won national titles such as the 'Best Corporate Communications and Business Campaign' in the UK, with top titles having been won with highly respected industry bodies such as the Chartered Institute of Public Relations (CIPR). We have also been asked to judge such awards, such is our standing in the industry.

We have seen our clients blossom and grow, when they have allowed us to steer their marketing and adopted our professional suggestions and campaign ideas. We have also catapulted very many clients towards their own industry awards, by writing entries, but also devising the wow-factor idea that has made the judges sit up and take notice.

We are now sharing some of this expertise on YouTube and you can view videos at:

<https://www.youtube.com/@CatapultPR>



SOME OF THE SECTORS IN WHICH OUR FRESH THINKING HAS CREATED THOUGHT LEADERS

We have worked with a wide variety of businesses but some specific sectors in which we have crafted thought leaders have been:

**VETERINARY
CARE**

GARDENS

**KITCHEN
TRADE**

INSURANCE

- Insurance broking
- Various types of personal lines insurance
- Various commercial insurances
- Motorcycle insurance
- Car hire excess insurance
- Expat healthcare
- Loss assessing

TRANSPORTATION



FINANCIAL & LEGAL SERVICES

- Financial & legal services
- Banks and building societies
- Pensions
- Will writing
- Insolvency practice
- Legal
- Financial advice

FOOD MANUFACTURING

CATERING

- Individual chefs
- Cookery schools
- Catering equipment suppliers

Some of our case studies can be viewed online at our website.



SUMMING UP

Thought leadership has been a compelling marketing tactic for decades.

Marketing expert Michael Brenner has said: ***"Thought leadership is when a brand or individual becomes the best answer to the questions their audience is asking."***

Transfer this into the world of search and you should quickly appreciate that the businesses that will be found through AI search will be the ones also answering audience questions.

AI search and the new ways of being found are not something to fear – unless you have the wrong tactics.

Catapult PR will work with you to determine which questions your prospects and existing clients and customers are asking and how you can best resolve their queries. By proactively becoming their point of reference for these answers, you can attract their attention and build their trust and loyalty in a compelling way.



By pushing these materials out so that you 'show up everywhere', we can really help you forge ahead of competitors who are doing nothing and relying on the old way of doing things. Snooze and they will lose.

Additionally, if you are an SME seeking to achieve a level playing field with bigger organisations, thought leadership, Catapult PR-style, can help you box above your weight.

Let's work together as quickly as possible, to establish or build that EEAT 2.0-style that is now imperative, if you want to be found as a business. Leave it too late and you might never get back to where you were, or achieve your business objectives.

FURTHER INFORMATION

If serious about wanting to market your business effectively – and not at a massive cost - please get in touch with us via the following means:

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