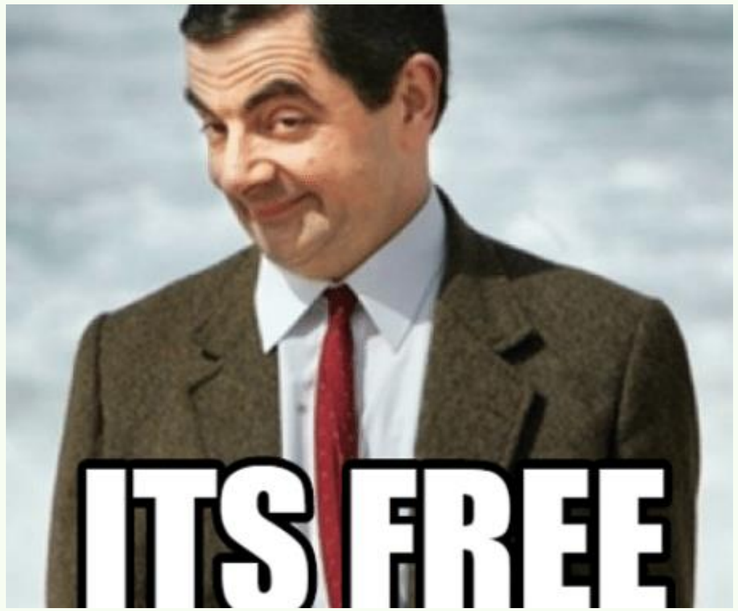
HOW TO EXECUTE YOUR FIRST DIGITAL PR CAMPAIGN [WITH $0]



About me

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New 'McCheapest' map helps fast food lovers get sweetest deal on their McDonald's burger

By EMMA SALETTA FOR DAILYMAIL.COM
PUBLISHED: 20:08 GMT, 4 June 2024 | UPDATED: 12:44 GMT, 5 June 2024

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The tasty truth is out about Big Mac price differences at McDonald's locations across the US - thanks to a new digital map.

Entrepreneur Sacha Fournier is the man who created the McCheapest Map to display how much McDonald's locations nationwide currently charge for Big Macs.

The green dots on the McCheapest Map represent the best Big Mac deals, while the red-labeled areas are selling the burgers for high prices, according to the New York Post.

Most of the green dots are in the South and Midwest regions of the US, while states such as New York, California, and Arizona have more than one red mark.

The McCheapest Map indicated that Big Mac lovers who want to buy the burger for the low price of $3.49 must visit a McDonald's location in Stigler, Oklahoma.

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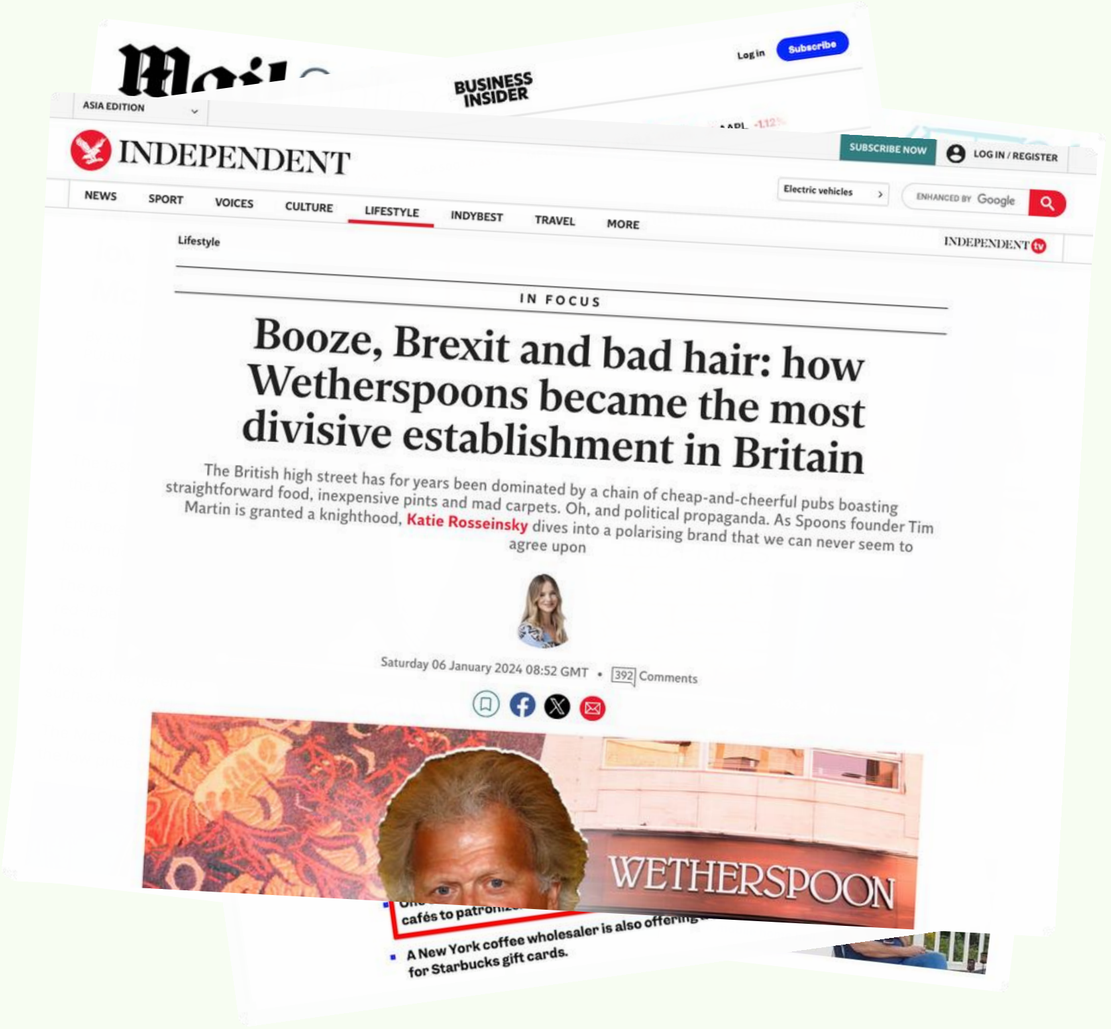

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Why do your own digital PR?

Digital PR is f*****g expensive

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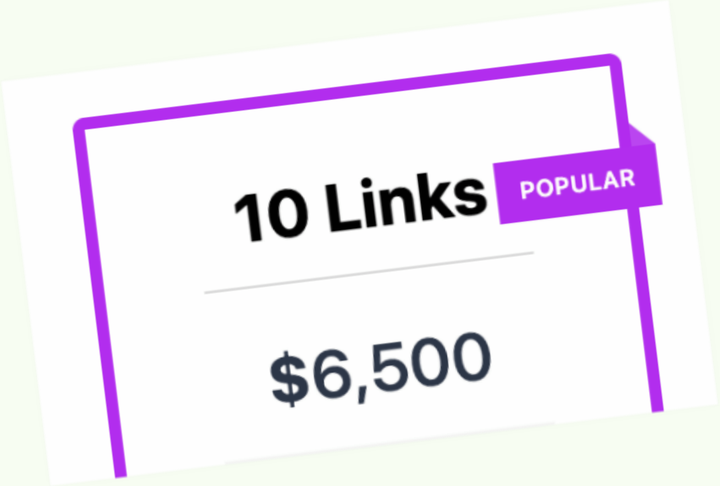

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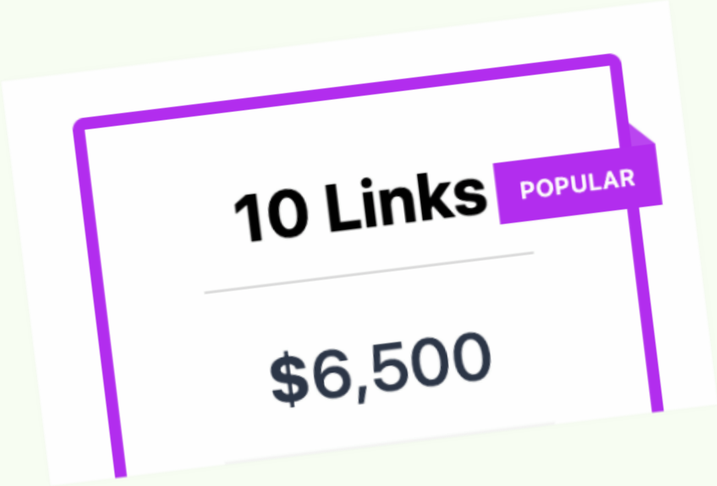

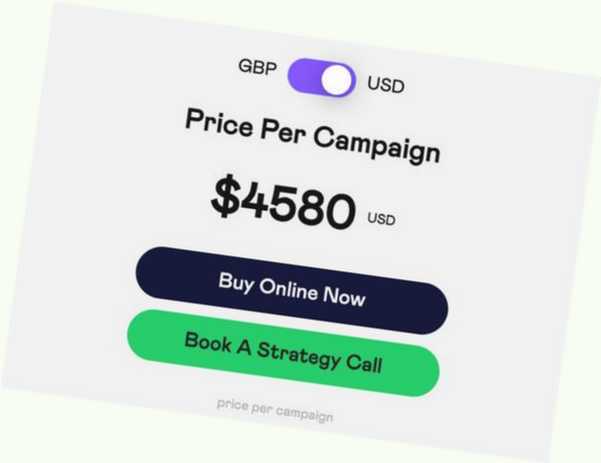

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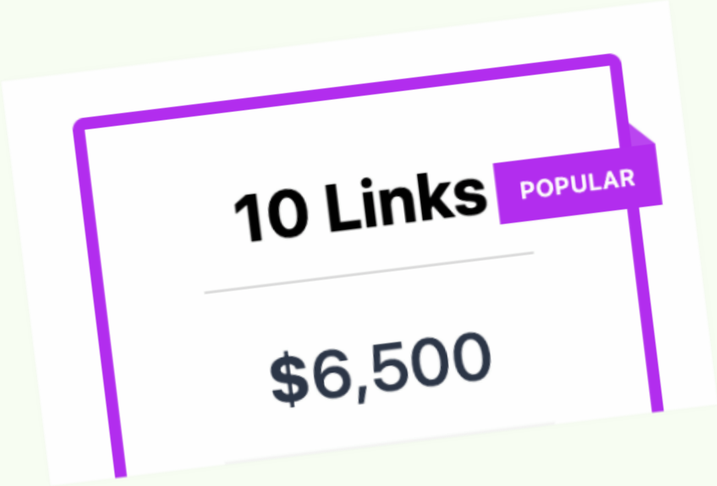

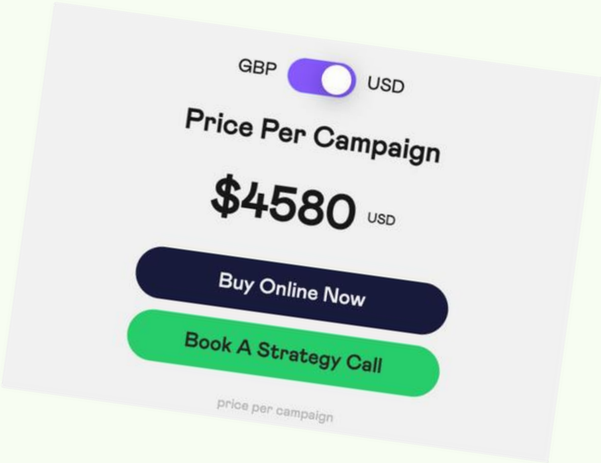

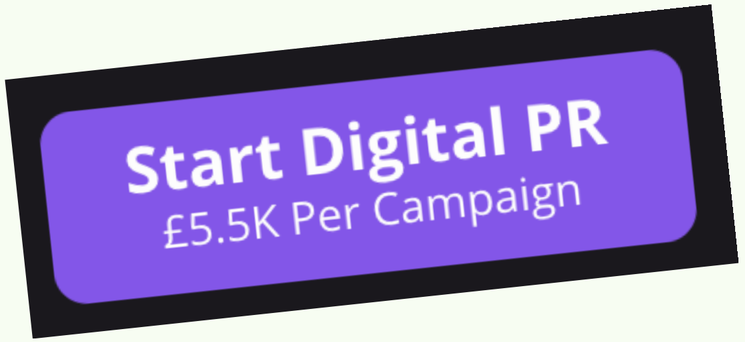

Many bad actors disguise guest posts as Digital PR

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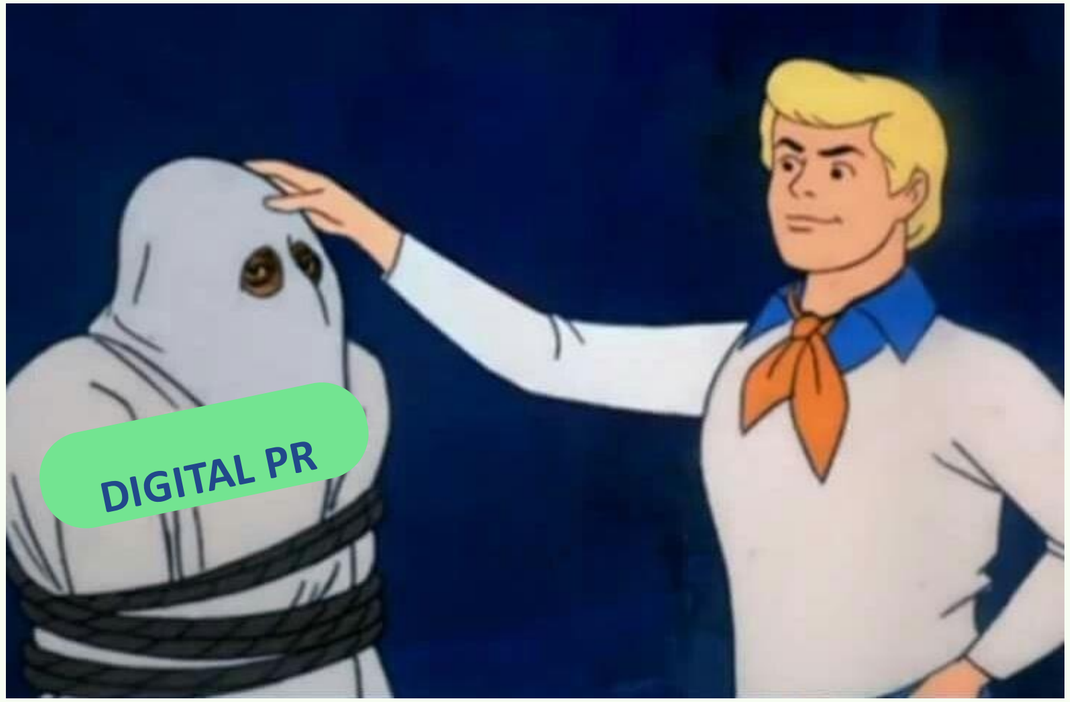

Many bad actors disguise guest posts as Digital PR

3 parts to a successful campaign

3 parts to a successful campaign

01

Ideation

3 parts to a successful campaign

01

Ideation

02

Data Collection

3 parts to a successful campaign

01

Ideation

02

Data Collection

03

Pitching

1. Ideation

01

Ideation

02

Data Collection

03

Pitching

IDEATION

5 actionable ways to find your next digital PR campaign angle

Campaign Databases

Digital PR Newsletters

Google Search Operators

National Day Calendars

Trends Tools

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600+ successful digital PR campaigns

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7 hidden fields | Filter | Group | Sort

	Campaign Title	Infogr...	Budget	Effort Sc...	Niche	Best Links	Referring Domains...	Campaign ...	Data type	Country	Data sources
1	UK's Best Pumpkin Patches		FREE	Easy	Halloween Travel Parenting And...	Time Out The Sun	10-20	Data	Publicly available ...	UK	• Google Keywords Planner (search volume) • TikTok (hashtag views) • Instagram (hashtag views) • Pumpkin patch sites official websites (pricing da
2	The Spookiest Cities In America		FREE	Easy	Halloween Supernatural Travel	CBS News Digg iHeart	50-70	Data	Survey data Publicly available ...	USA	• Ghosts of America (number of ghost sightings) • Yelp (number of haunted places, supernatural re spiritual shops. • Survey of 1,400 Americans...
3	Most Haunted Universities In The US		FREE	Medium	Halloween Education Supernatural		70-100	Data	Survey data Publicly available ...	USA	• Yelp (for things like number of haunted attractio • The Shadowlands (a database of haunted place • Ghosts of America (for ghost sightings)
4	Most Popular Halloween Filming Locations In The U.S.			Easy	Entertainment Halloween Pop Culture	Digg iHeart	70-100	Data	Publicly available ... Scraped data	USA	• IMDB (scraped with screaming frog)
5	The Best Destinations For Winter Digital Nomads		FREE	Easy	Travel Digital nomads	Time Out	0-10	Data	Publicly available ...	Worldwide	• Nomadlist (wifi speed, montly cost of living) • Numbeo (rent costs, quality of life score) • Holiday-Weather (sunshine hours, temperature) • Rome2Rio (flight times)
6	The Companies That Produce The Most Ceos		FREE	Medium	Business Entrepreneurs...	Entrepenuer Digital Informati...	20-30	Data	Publicly available ...	USA	• LinkedIn (data on past employees of companies

Campaign finder database

Filter by niche, budget, effort, RD...

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Campaign finder database

Includes step-by-step guides on how to replicate

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All Collections › Help With Data Collection For Campaigns ›
Using Axiom for scraping and automation

Using Axiom for scraping and automation

How to scrape different sites and automate data collection tasks with Axiom.

Written by Veronica Fletcher
Updated over 4 months ago

Axiom.ai is a great no-code web automation that can help you collect data from different websites that would otherwise take a long time manually. It wont be able to do everything, and for more complicated tasks you might need some code. But it can help with a lot.

The below examples don't cover every website you can scrape, but they cover the basics of using Axiom and a few of the different things you can do with it.

4 ways you can replicate successful campaigns

4 ways you can replicate successful campaigns

- Change the angle

4 ways you can replicate successful campaigns

- Change the angle
- Change the niche

4 ways you can replicate successful campaigns

- Change the angle
- Change the niche
- Change the geography

4 ways you can replicate successful campaigns

- Change the angle
- Change the niche
- Change the geography
- Redo outdated campaigns

Change the angle

Change the angle

Tourist Attraction PR campaigns

Campaign Title	Budget	Effort ...	Niche	Best Links	Referrin...	Campai...	Data type
The Worst Value Tourist Attractions, According To Visitors		Medium	Travel	The Independent Metro	50-70	Data	Scraped data Publicly available ...
The top 100 most BORING tourist attractions in the world revealed		Medium	Travel	Daily Mail Time Out	100+	Data	Publicly available ... Scraped data
The Most Complained-About Tourist Queues in Every Country		Medium	Travel	Mental Floss NY Post	30-50	Data	Publicly available ... Scraped data

[ ] Tourist Attractions

Change the angle

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[WORST VALUE] Tourist Attractions

Change the angle

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The top 100 most BORING tourist attractions in the world revealed		Medium	Travel	Daily Mail Time Out	100+	Data	Publicly available ... Scraped data
The Most Complained-About Tourist Queues in Every Country		Medium	Travel	Mental Floss NY Post	30-50	Data	Publicly available ... Scraped data

[MOST BORING] Tourist Attractions

Change the angle

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[Most COMPLAINED ABOUT] Tourist Attractions

Change the niche

Change the niche

What Music Do People Prefer During Sex?

Campaign Title	URL	Inf...	F	B.	Effort ...	Niche	Best Links	Referrin...
What Music Do People Prefer During Sex?	https://blog.ziphealth.co/music-during-sex/		No		Medium	Entertainment Adult	NY Post Wikipedia NME	100+

Change the niche

What Music Do People Prefer During Sex?

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What Music Do People Prefer During Sex?	https://blog.ziphealth.co/music-during-sex/		No		Medium	Entertainment, Adult	NY Post, Wikipedia, NME	100+

Most motivating songs for a gym session

FITNESS

Change the niche

What Music Do People Prefer During Sex?

Campaign Title	URL	Inf...	F	B.	Effort ...	Niche	Best Links	Referrin...
What Music Do People Prefer During Sex?	https://blog.ziphealth.co/music-during-sex/		No		Medium	Entertainment Adult	NY Post Wikipedia NME	100+

Best music for getting to sleep

SLEEP

Change the niche

What Music Do People Prefer During Sex?

Campaign Title	URL	Inf...	F	B.	Effort ...	Niche	Best Links	Referrin...
What Music Do People Prefer During Sex?	https://blog.ziphealth.co/music-during-sex/		No		Medium	Entertainment, Adult	NY Post, Wikipedia, NME	100+

Music people sing to in the shower

LIFESTYLE

Redo outdated campaigns

Redo outdated campaigns

The Freelancer Pay Gap

Campaign Title	Best Links	Referrin...	Campai...	Data type	Date (IU)	URL
The Freelancer Pay Gap	Bloomberg Fivver	30-50	Data	Publicly available ... Scraped data	22 July 2022	https://www.zenbusiness.com/freelancer-pay-gap/
The Freelancer Pay Gap	Fool.com Digital Informati...	20-30	Data	Publicly available ... Scraped data	20 March 2024	https://www.ondeck.com/resources/pay-gap-gig-...

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zenbusiness.com

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March 2024

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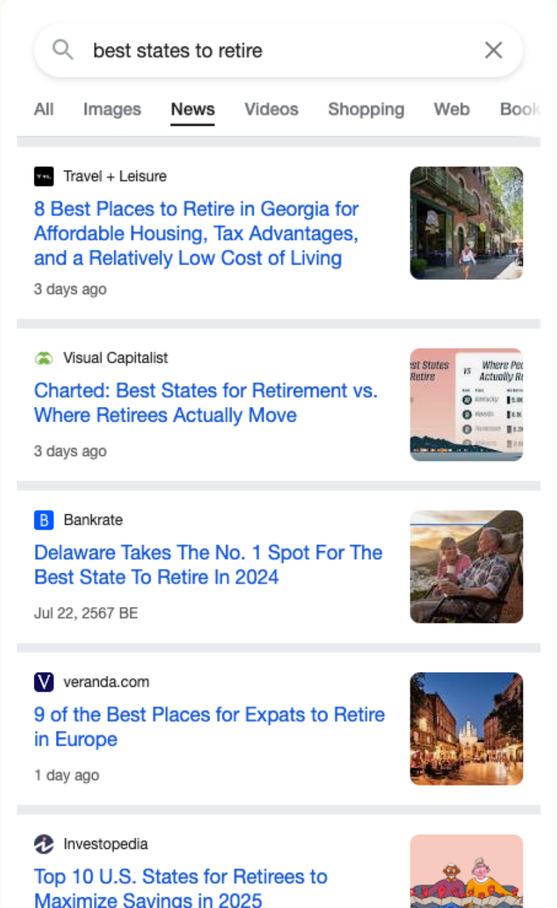
Change the geography

Change the geography

United States



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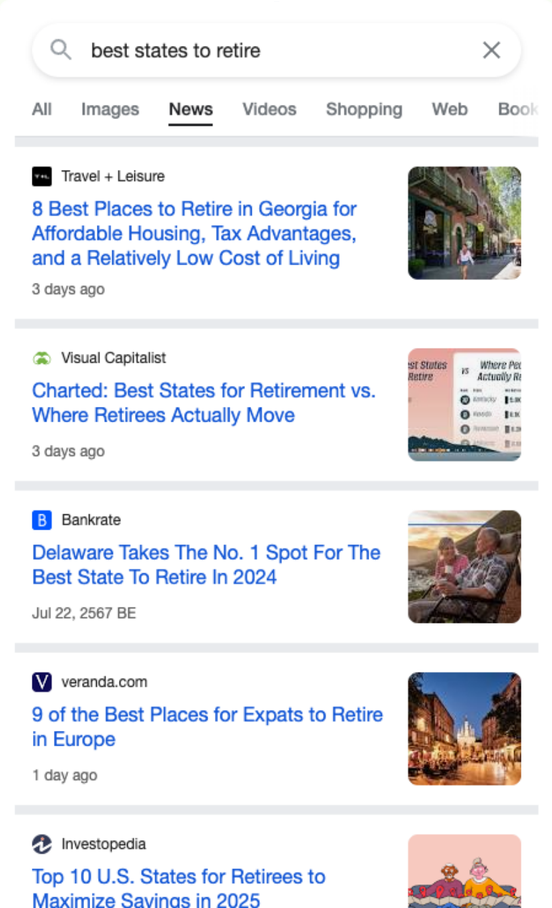
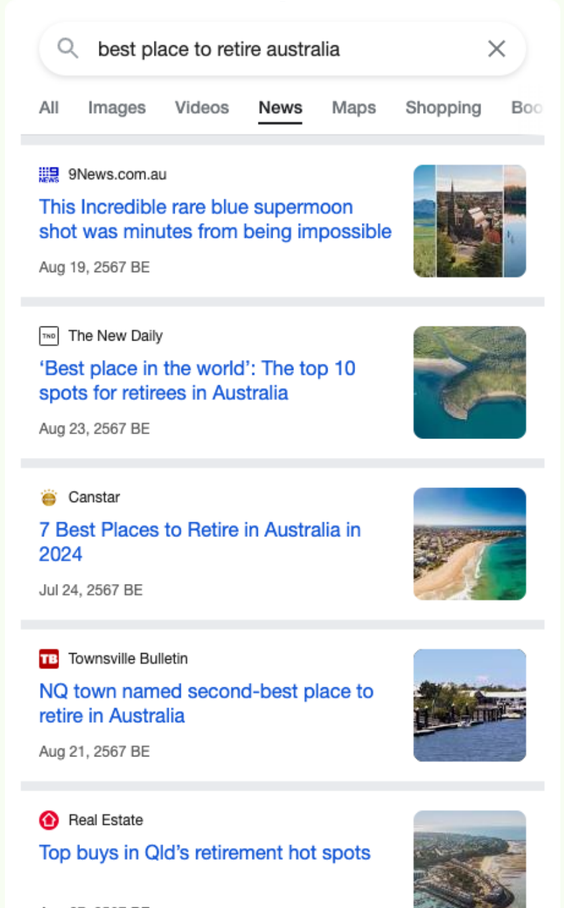
United States



Australia



Change the geography

United States

best states to retire

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8 Best Places to Retire in Georgia for Affordable Housing, Tax Advantages, and a Relatively Low Cost of Living
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Visual Capitalist
Charted: Best States for Retirement vs. Where Retirees Actually Move
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Delaware Takes The No. 1 Spot For The Best State To Retire In 2024
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9 of the Best Places for Expats to Retire in Europe
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Investopedia
Top 10 U.S. States for Retirees to Maximize Savings in 2025

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9News.com.au
This Incredible rare blue supermoon shot was minutes from being impossible
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The New Daily
'Best place in the world': The top 10 spots for retirees in Australia
Aug 23, 2567 BE

Canstar
7 Best Places to Retire in Australia in 2024
Jul 24, 2567 BE

Townsville Bulletin
NQ town named second-best place to retire in Australia
Aug 21, 2567 BE

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Top buys in Qld's retirement hot spots

United Kingdom

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14 of the best places to retire in the UK
11 Jul 2024

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The Best Places to Retire in the U.K.
18 Jul 2024

The Telegraph
The best coastal towns to retire to in the UK
9 Aug 2024

The Times
Cheap countries to retire to in 2024
3 Jul 2024

Country Living
Revealed: 10 best places to retire in the

Change the geography

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Canada

best places to retire in canada

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CNBC
Canada and New Zealand are among the 10 best countries for a comfortable retirement—the U.S. didn't make the list
1 month ago

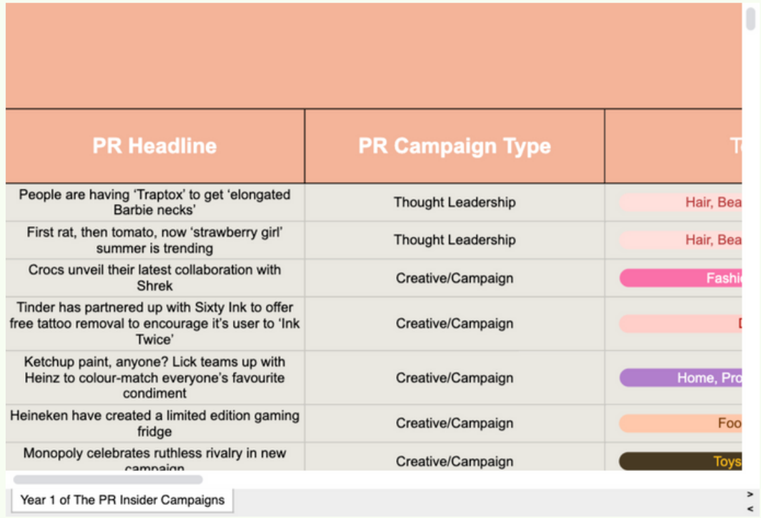
US News Money
10 Best Places to Retire in Canada
7 May 2024

Yahoo Finance
10 Best Canadian Cities To Retire on a Budget of $2,500 a Month
14 Aug 2024

Insider Monkey
15 Best Places to Retire in Canada on a Budget
31 May 2024

Travel + Leisure
8 of the Cheapest Countries to Retire Around the World

More PR campaign databases...



PR Headline	PR Campaign Type	T
People are having 'Traptox' to get 'elongated Barbie necks'	Thought Leadership	Hair, Bea
First rat, then tomato, now 'strawberry girl' summer is trending	Thought Leadership	Hair, Bea
Crocs unveil their latest collaboration with Shrek	Creative/Campaign	Fashi
Tinder has partnered up with Sixty Ink to offer free tattoo removal to encourage it's user to 'Ink Twice'	Creative/Campaign	D
Ketchup paint, anyone? Lick teams up with Heinz to colour-match everyone's favourite condiment	Creative/Campaign	Home, Pro
Heineken have created a limited edition gaming fridge	Creative/Campaign	Foo
Monopoly celebrates ruthless rivalry in new campaign	Creative/Campaign	Toys

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The 3 Best And Worst Places To Drive In The UK - Marshmallow
The Meaning Of Our Car's Number Plates - GoCompare
Most Popular Cars By Age - Compare The Market AU
Installing Dashcams Could Reduce Car Insurance Premiums - Compare The Market AU
Global EV Charging Costs Compared - Compare The Market AU
Which Drivers Have The Best Reaction Times? - Scrap Car Comparison
The Ultimate Driving Playlist For Each Car Brand - Group 1 Auto
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The UK's Most Confusing Road Markings - Cinch
How Long Does It Take Premier League Players To Buy Their Dream Cars? - Cinch
Britain's Most Clueless Drivers Revealed - carmoola
Real Cost Of The School Run: Could Parents Be Making Money Instead? - carmoola
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Ageing Cars Fuel A Rise In Breakdowns - Direct Line Group

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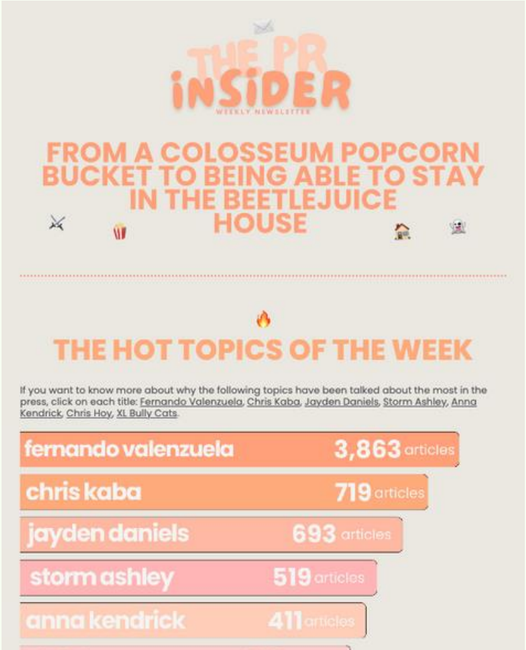
The 3 Best And Worst Places To Drive In The UK - Marshmallow
The Meaning Of Our Car's Number Plates - GoCompare
Most Popular Cars By Age - Compare The Market AU
Installing Dashcams Could Reduce Car Insurance Premiums - Compare The Market AU
Global EV Charging Costs Compared - Compare The Market AU
Which Drivers Have The Best Reaction Times? - Scrap Car Comparison
The Ultimate Driving Playlist For Each Car Brand - Group 1 Auto
Top Tips For Travelling With Your Dog This Bank Holiday - carwow
The UK's Most Confusing Road Markings - Cinch
How Long Does It Take Premier League Players To Buy Their Dream Cars? - Cinch
Britain's Most Clueless Drivers Revealed - carmoola
Real Cost Of The School Run: Could Parents Be Making Money Instead? - carmoola
Northern Ireland Second Cheapest For Car Insurance In UK - CompareNI
Ageing Cars Fuel A Rise In Breakdowns - Direct Line Group

Thea Chippendale

The PR Insider



THE PR INSIDER
WEEKLY NEWSLETTER

FROM A COLOSSEUM POPCORN BUCKET TO BEING ABLE TO STAY IN THE BEETLEJUICE HOUSE

🔥

THE HOT TOPICS OF THE WEEK

If you want to know more about why the following topics have been talked about the most in the press, click on each title: Fernando Valenzuela, Chris Kaba, Jayden Daniels, Storm Ashley, Anna Kendrick, Chris Hoy, XL Bully Cats.

fernando valenzuela	3,863 articles
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Digital PR newsletters

Iona Townsley

The Grapevine

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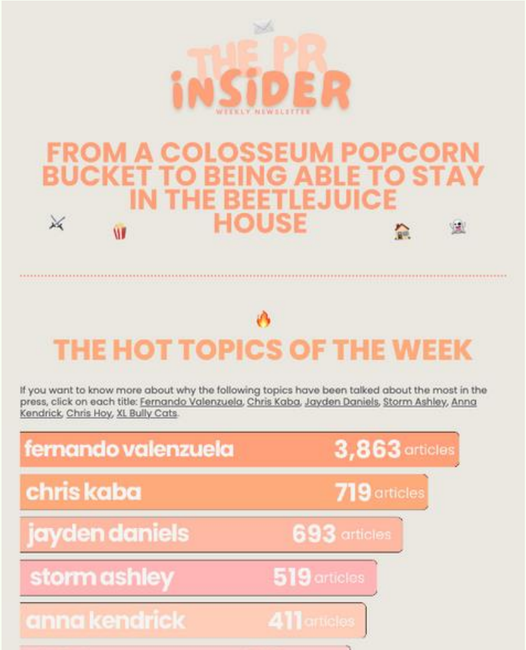

Matt Seabridge

Digital PR Observer

Digital PR newsletters

Iona Townsley

The Grapevine

ISSUE #31 | AUGUST 2024

THE GRAPEVINE

THIS MONTH WE FOUND
218 CAMPAIGNS

🚗 Automotive

Uncovering England's Top Traffic Trouble Spots - Cromwell Trucks
Carly Launches Free Used Car Check - Carly
The Most Popular Car Rental Brands Across The World This Summer - Discover Cars
The 3 Best And Worst Places To Drive In The UK - Marshmallow
The Meaning Of Our Car's Number Plates - GoCompare
Most Popular Cars By Age - Compare The Market AU
Installing Dashcams Could Reduce Car Insurance Premiums - Compare The Market AU
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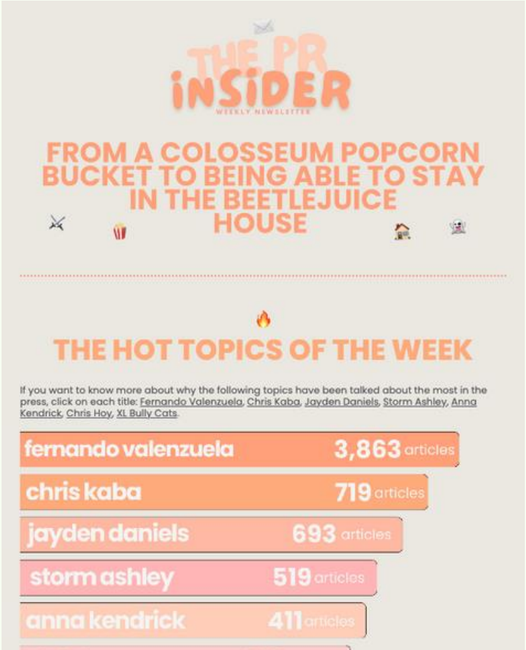

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Matt Seabridge

Digital PR Observer

The Digital PR Observer Newsletter Issue 1

When chicken nuggets were invented, which countries cheat the most at video games, and how to build the perfect media list

THE DIGITAL PR OBSERVER NEWSLETTER
Issue 1

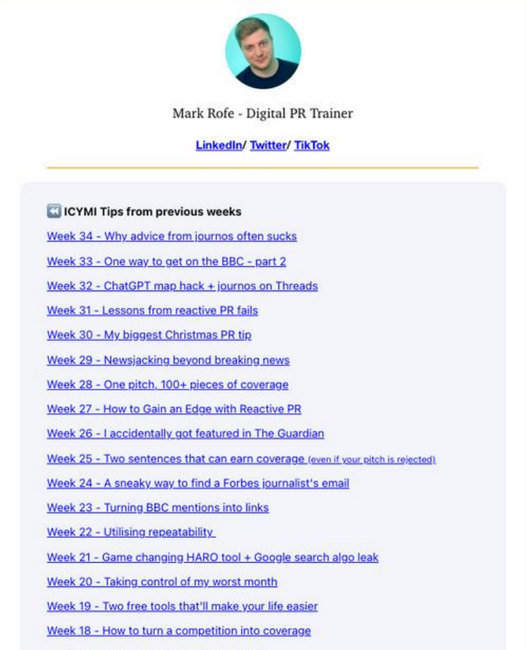
Hey everyone. Welcome to Issue 1 of The Digital PR Observer Newsletter. Thank you so much to all of the OG subscribers!

Here's what you'll get in this newsletter:

- The latest Digital PR blogs and resources
- 5 quick fire tips to enhance your Digital PR activity

Mark Rofe

Digital PR Tips



Mark Rofe - Digital PR Trainer

LinkedIn/ Twitter/ TikTok

ICYMI Tips from previous weeks

Week 34 - Why advice from journos often sucks
Week 33 - One way to get on the BBC - part 2
Week 32 - ChatGPT map hack + journos on Threads
Week 31 - Lessons from reactive PR fails
Week 30 - My biggest Christmas PR tip
Week 29 - Newsjacking beyond breaking news
Week 28 - One pitch, 100+ pieces of coverage
Week 27 - How to Gain an Edge with Reactive PR
Week 26 - I accidentally got featured in The Guardian
Week 25 - Two sentences that can earn coverage (even if your pitch is rejected)
Week 24 - A sneaky way to find a Forbes journalist's email
Week 23 - Turning BBC mentions into links
Week 22 - Utilising repeatability
Week 21 - Game changing HARO tool + Google search algo leak
Week 20 - Taking control of my worst month
Week 19 - Two free tools that'll make your life easier
Week 18 - How to turn a competition into coverage

Advanced search operators

Advanced search operators

Digital PR Advanced Search Operators

File Edit View Insert Format Data Tools Extensions Help

Query	plumber		
Type	**query**	**Google**	**Ahrefs**
Study	"study reveals"	Google	Ahrefs
Expert Commentary	"expert"	Google	Ahrefs
Expert Commentary	"warns"	Google	Ahrefs
Expert Commentary	"expert shares"	Google	Ahrefs
Expert Commentary	"expert tips"	Google	Ahrefs
Study	"best state"	Google	Ahrefs
Study	"worst state"	Google	Ahrefs
Study	"data shows"	Google	Ahrefs
Study	"survey finds"	Google	Ahrefs

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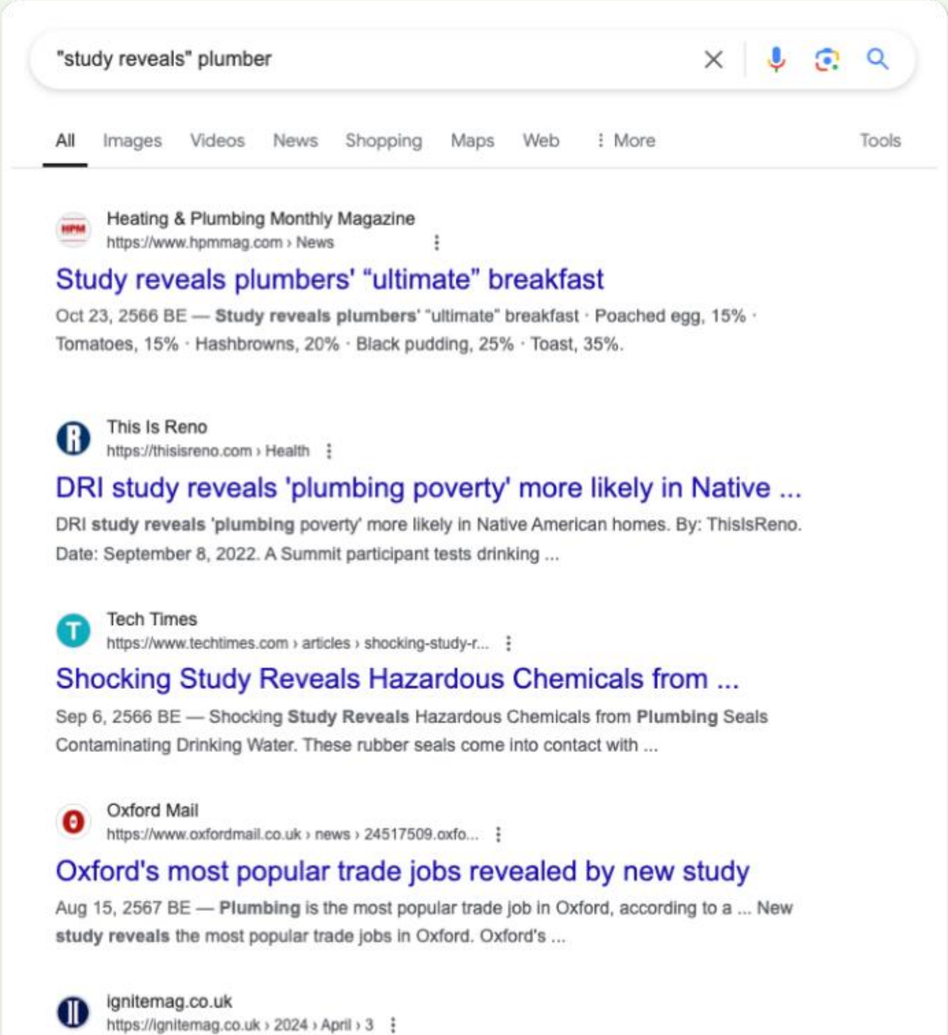
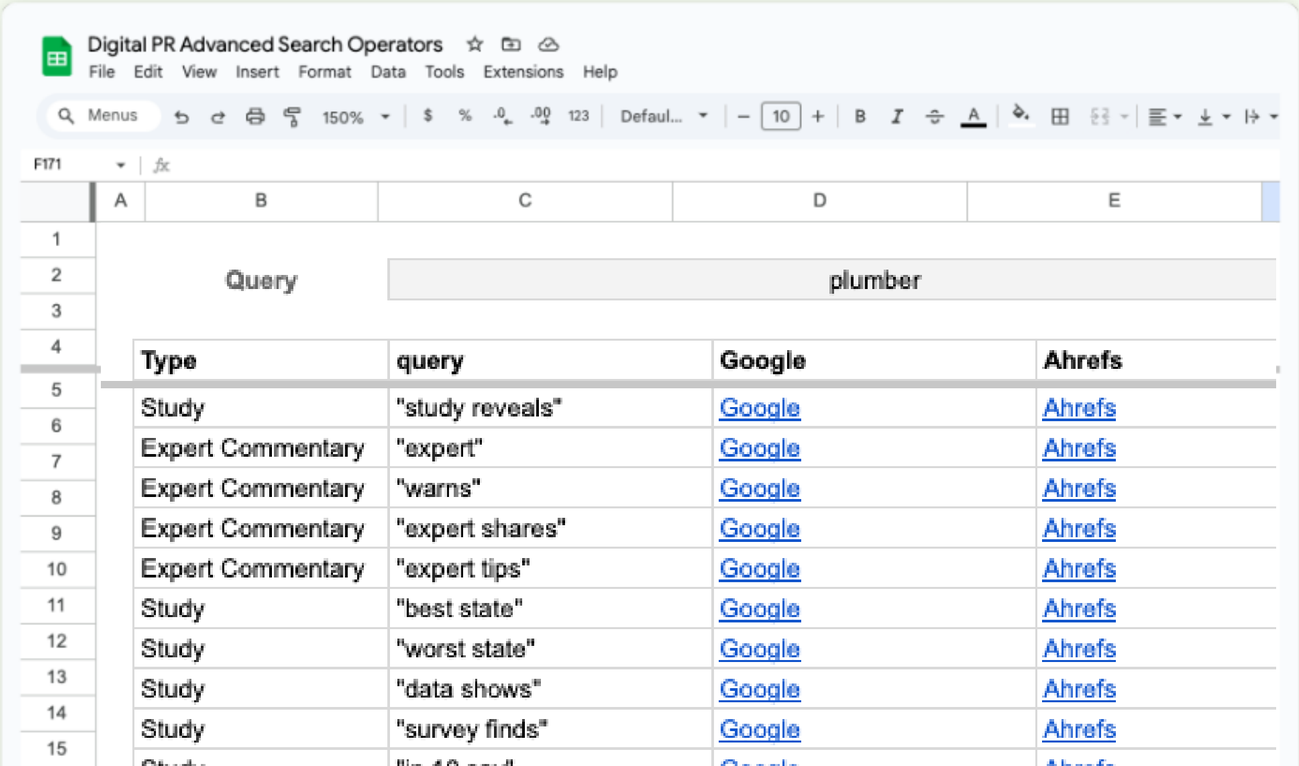


Advanced search operators



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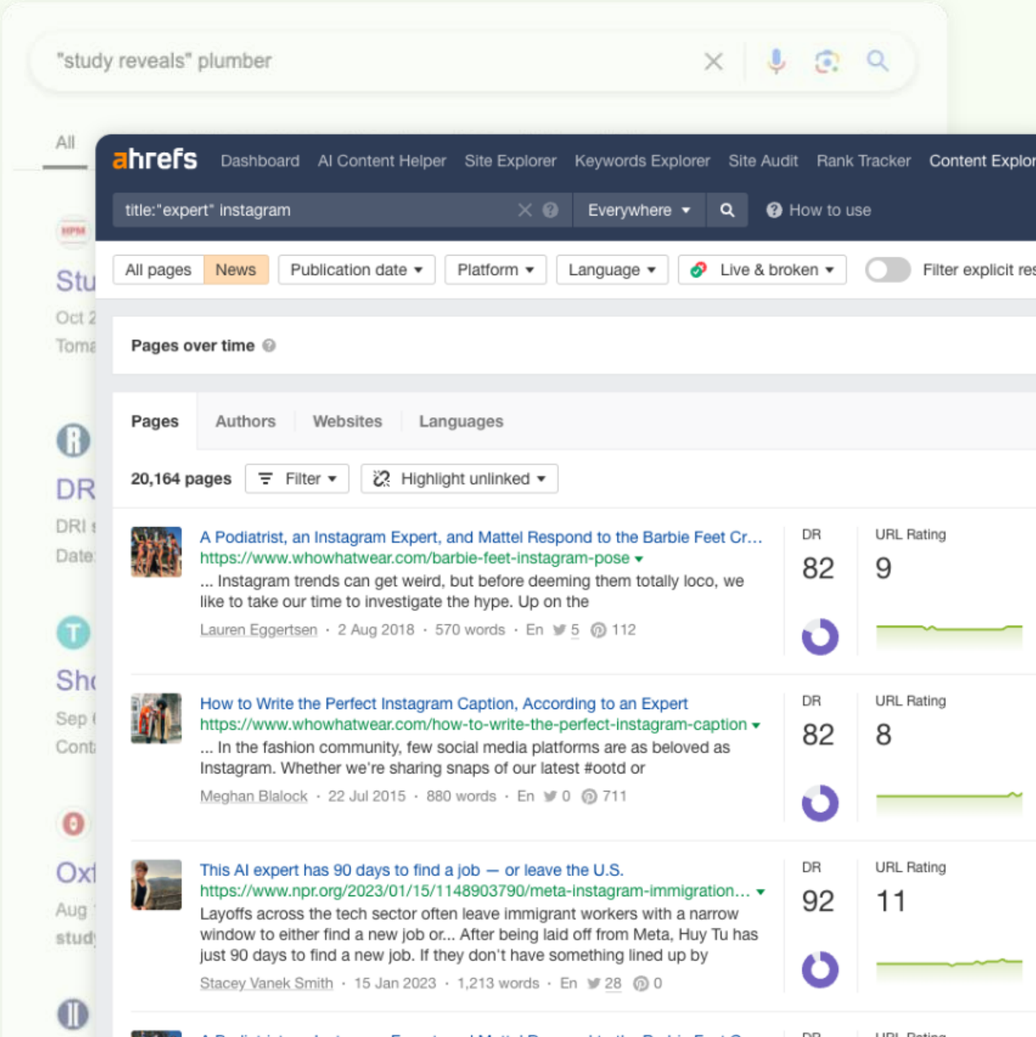

National day calendars

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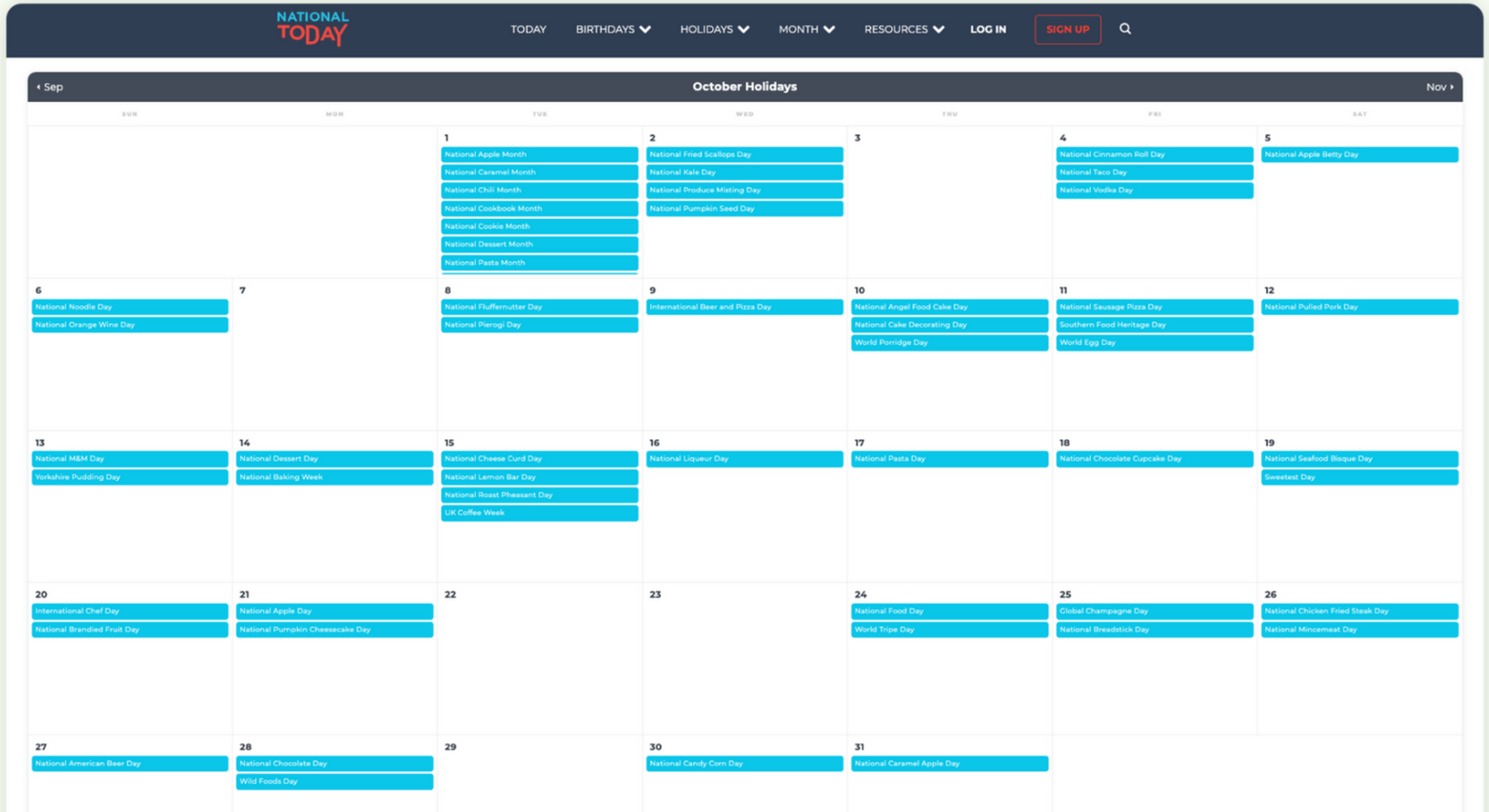

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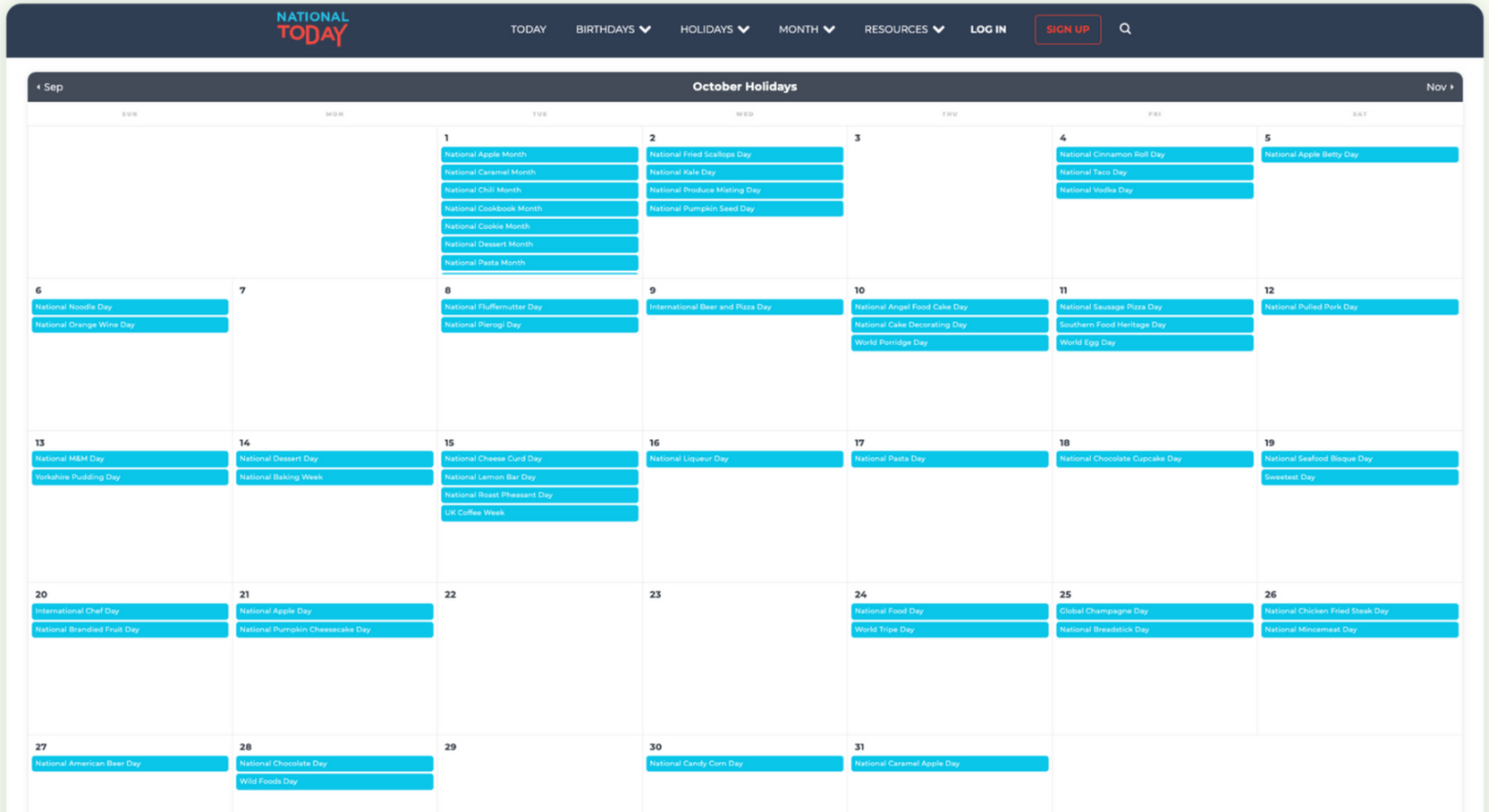
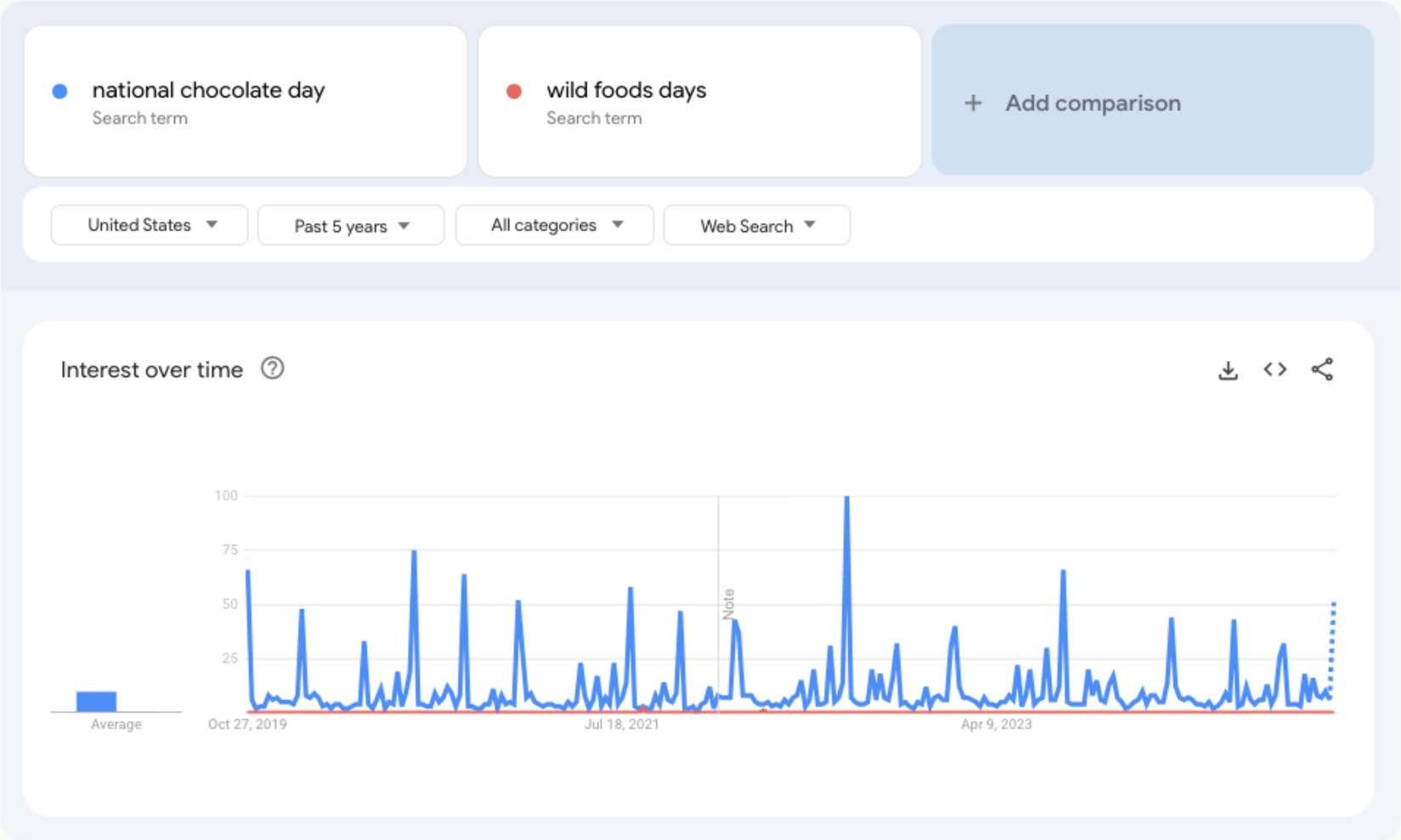
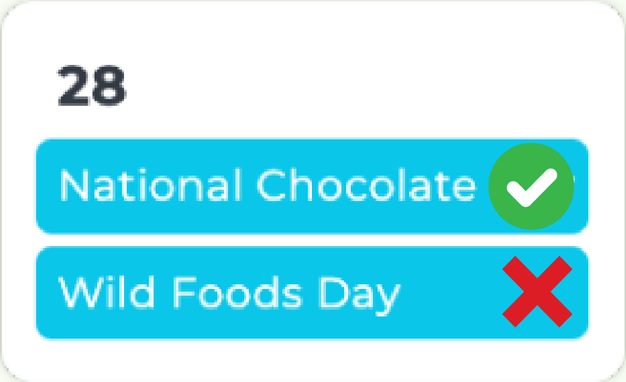


Check if there’s any interest

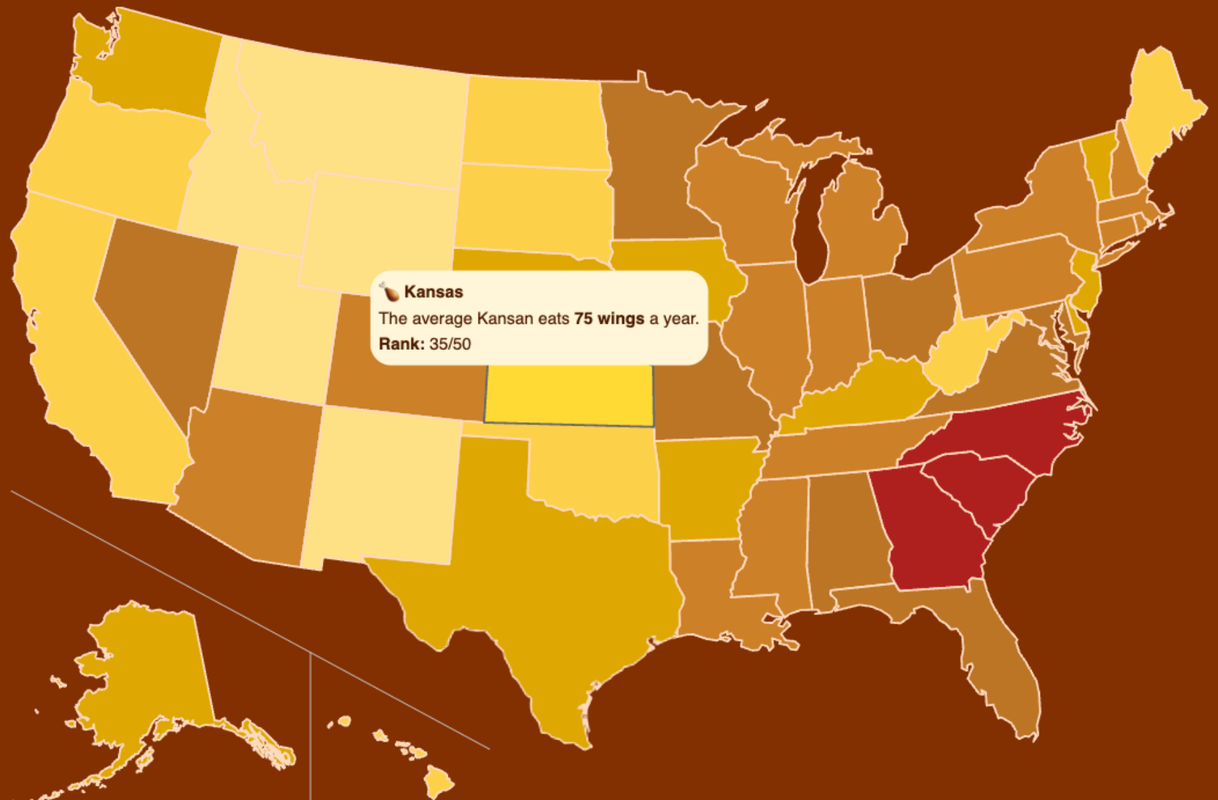




AMERICA'S 50 STATES OF WINGS

Are you team flats or drums?

Whatever your preference, take a look at the interactive map below to see how your state compares to others when it comes to its love for wings (and see how to reheat those wings here!).



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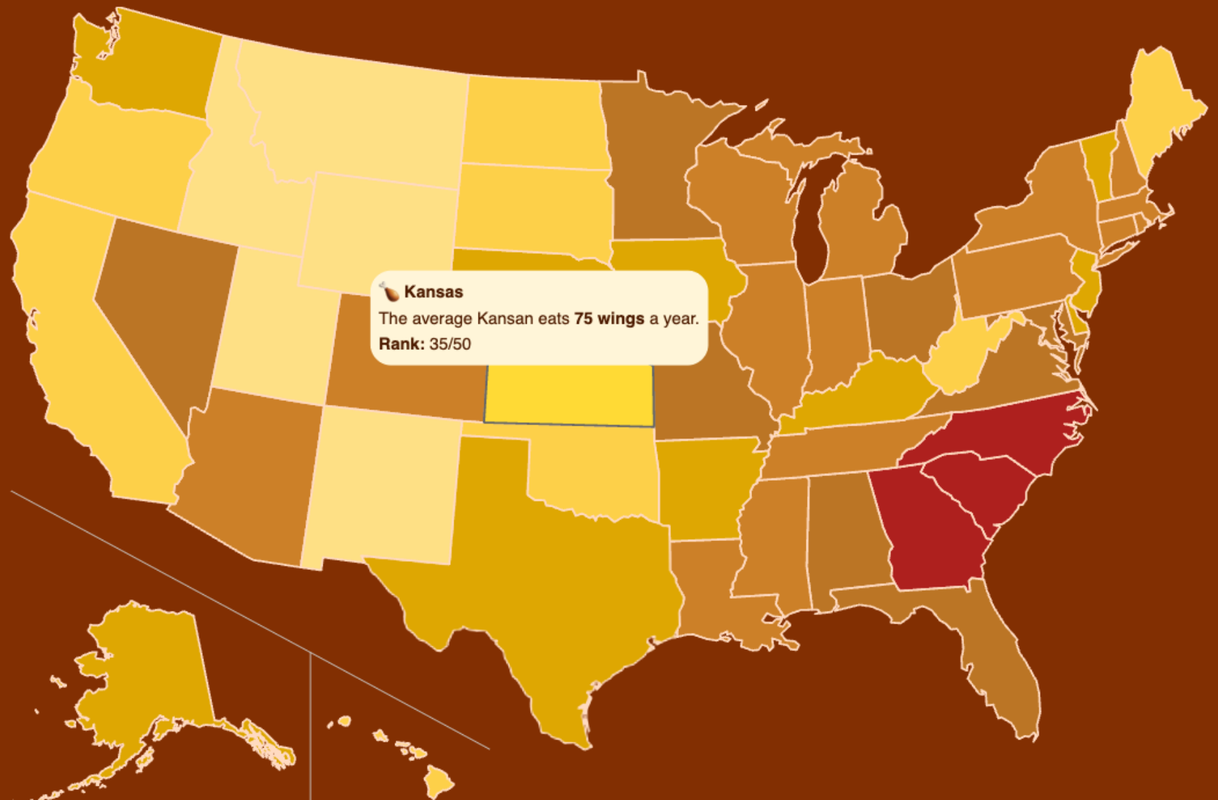


America's Burger Loving States

December 27, 2023 by Veronica Fletcher

Pinterest Facebook

It's no secret that we love burgers. After all, we eat a whopping **20 billion** of them each year.

But which state reigns supreme when it comes to its love for burgers?

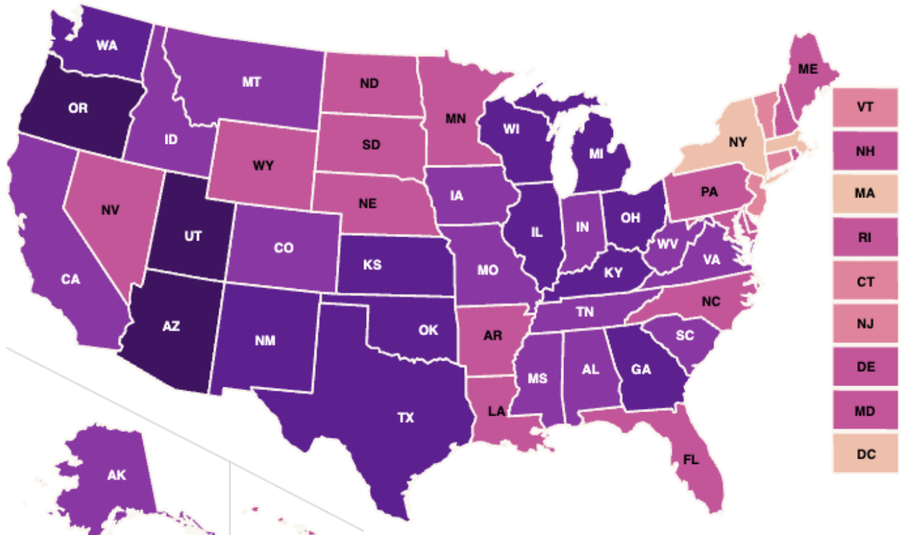
We conducted a study to find out.

Using a combination of burger restaurant data, burger search demand data, and burger consumption statistics, we mapped out **America's biggest burger-loving states**.

More on our methodology and sources here.

AMERICA'S BIGGEST BURGER EATERS

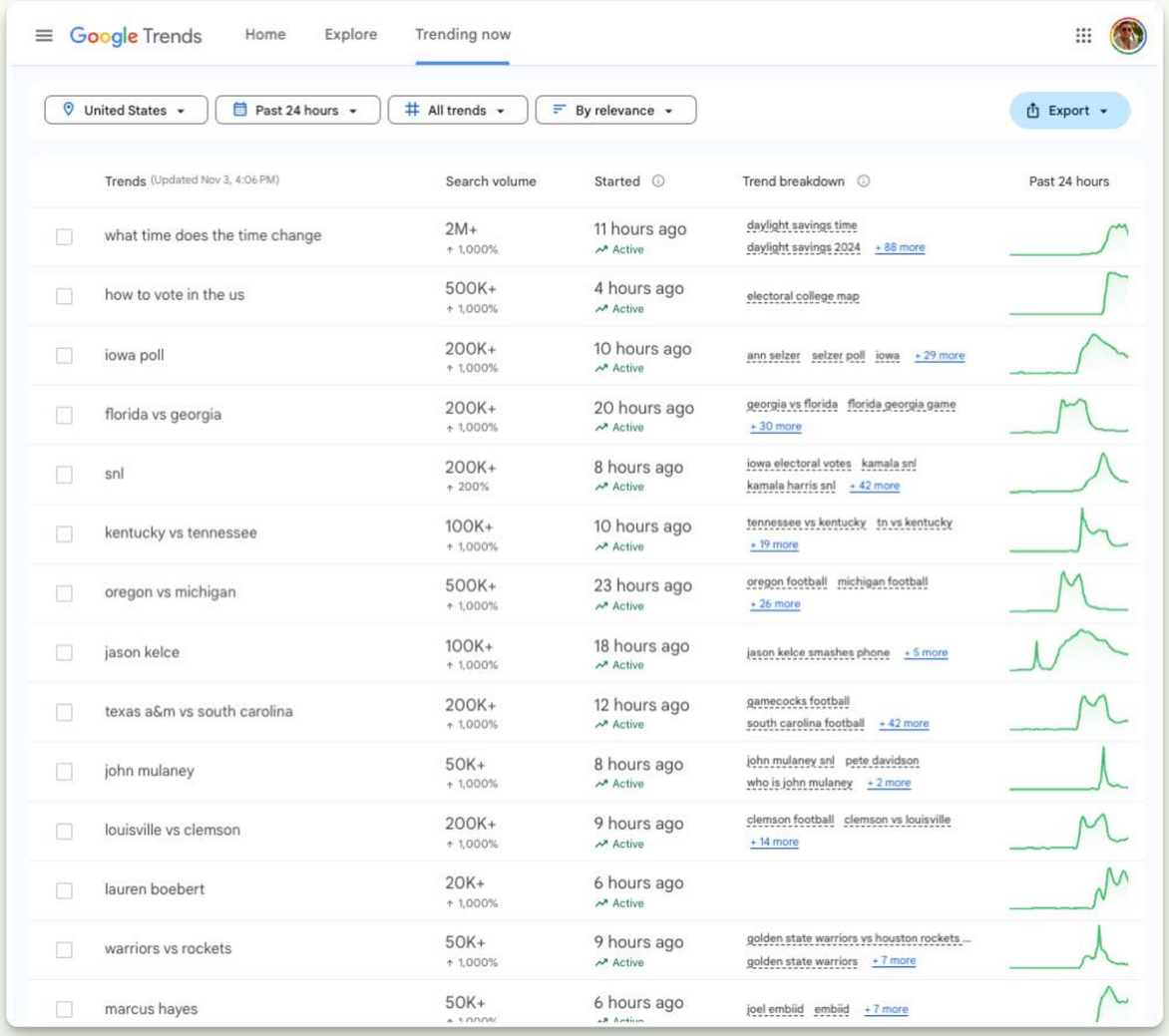
Hover over the interactive map to view more information.



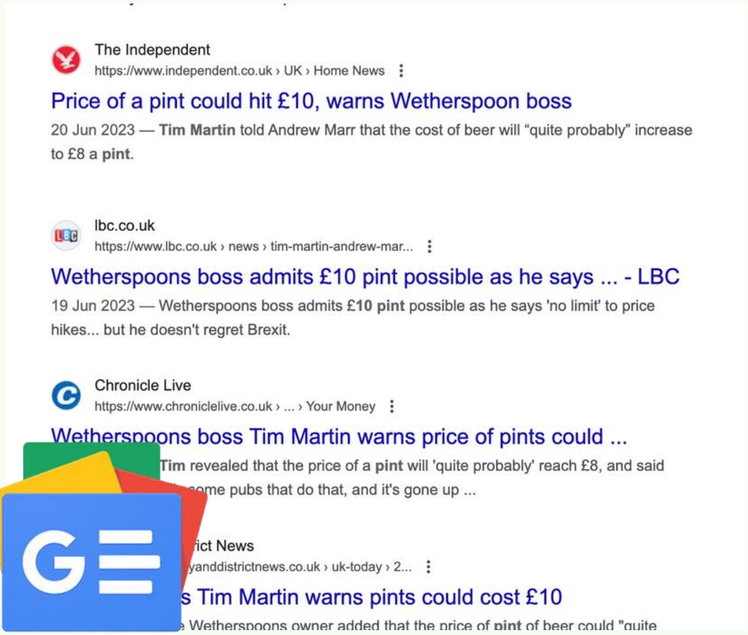
Trends tools

Trends tools

Trending Now



Price of a pint is trending



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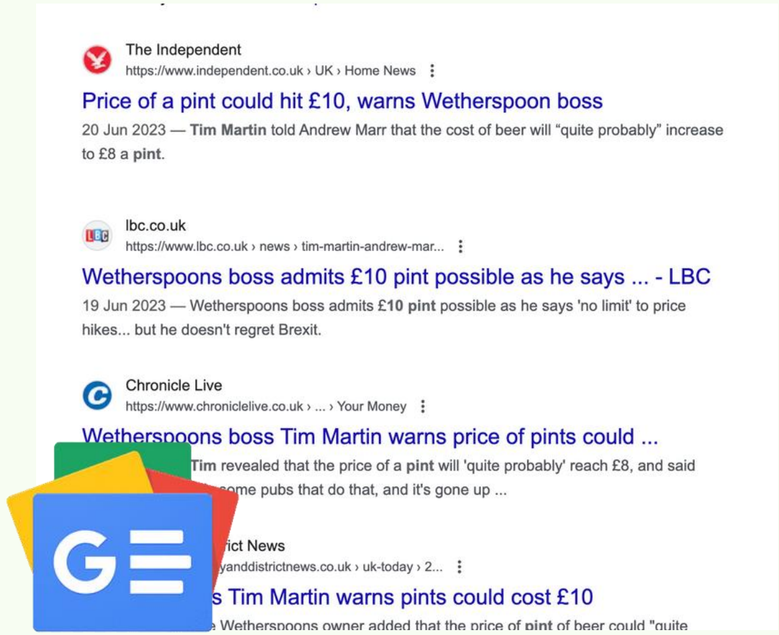
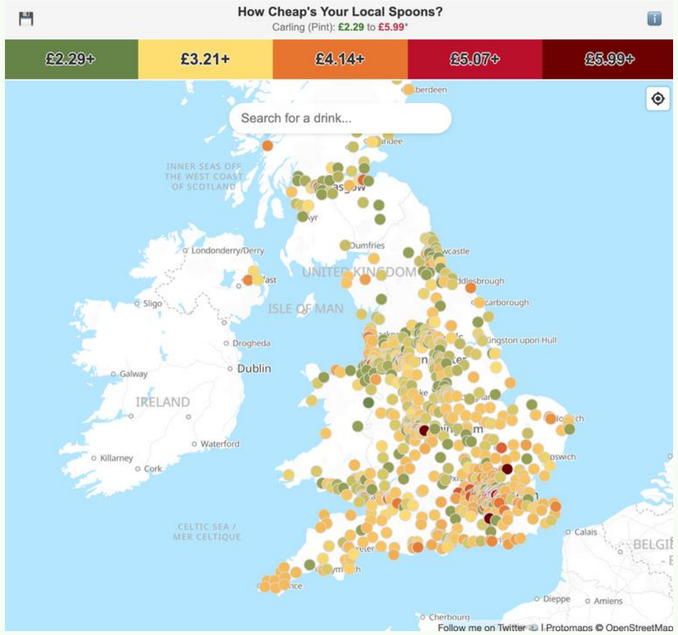


I make a map showing pint prices



Price of a pint is trending

The Independent
https://www.independent.co.uk › UK › Home News

Price of a pint could hit £10, warns Wetherspoon boss

20 Jun 2023 — **Tim Martin** told Andrew Marr that the cost of beer will "quite probably" increase to £8 a **pint**.

lbc.co.uk
https://www.lbc.co.uk › news › tim-martin-andrew-mar...

Wetherspoons boss admits £10 pint possible as he says ... - LBC

19 Jun 2023 — Wetherspoons boss admits £**10 pint** possible as he says 'no limit' to price hikes... but he doesn't regret Brexit.

Chronicle Live
https://www.chroniclelive.co.uk › ... › Your Money

Wetherspoons boss Tim Martin warns price of pints could ...

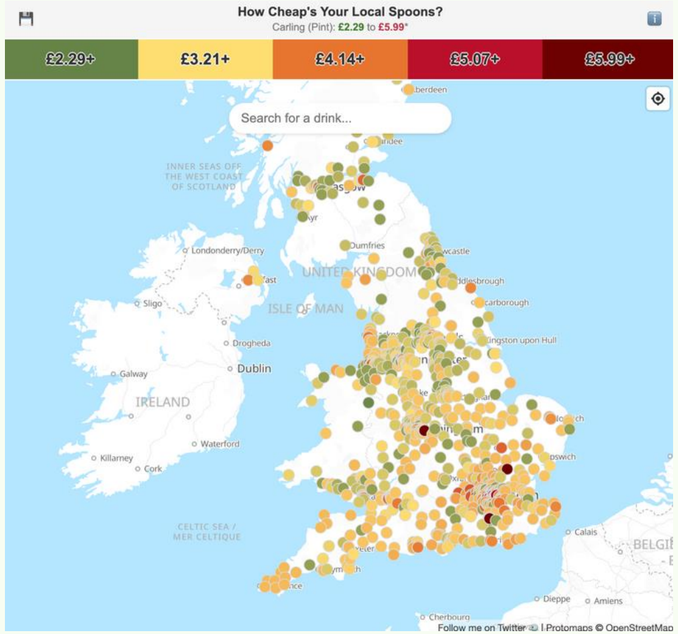
Tim revealed that the price of a **pint** will 'quite probably' reach £8, and said ome pubs that do that, and it's gone up ...

ict News
yanddistrictnews.co.uk › uk-today › 2...

s Tim Martin warns pints could cost £10

Wetherspoons owner added that the price of **pint** of beer could "quite

I make a map showing pint prices



Coverage rolls in days later

pantry and larder wetherspoons

Watford Observer

Hertfordshire's cheapest and most expensive Wetherspoons revealed

When visiting a JD Wetherspoon pub, punters usually expect a cheap pint, but might be surprised how much variety there is in pricing between...

30 Nov 2023

East Lothian Courier

Musselburgh pub named the cheapest Wetherspoons in the UK

Musselburgh's David Macbeth Moir pub has been ranked as the cheapest Wetherspoons in the UK according to a study by Pantry and Larder.

23 Oct 2023

Southend Echo

Interactive map reveals where to get the cheapest pint in the UK

The cheapest drink of all is the Camden Hells at just £4.28 across the chains of Scotland-based pubs. But moving into central London to The Moon Under Water,...

21 Oct 2023

The Scottish Sun

Inside the 'UK's cheapest Wetherspoons' pub – and it's in Scotland...

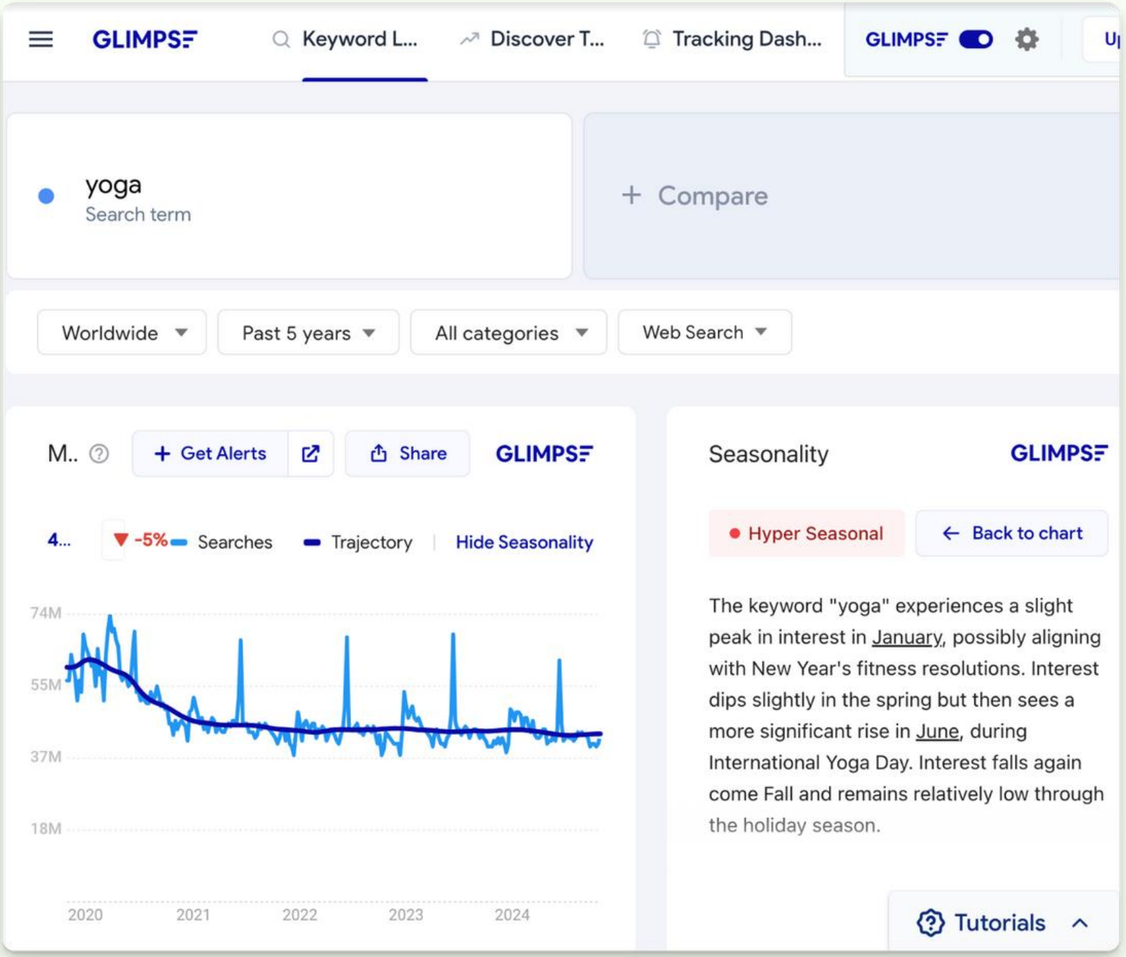
A Scots Wetherspoons pub has been named as the cheapest in the UK. Punters visiting The David Macbeth Moir, situated on Bridge Street in Musselburgh, East...

Trends tools

Google Trends

Trending Now

Glimpse Extension



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Glimpse Extension

Google Trends Newsletter

[Google Trends Newsletter UK 📈] 🎊 🕯️ Diwali 🎎 🇮🇳 Inbox ×

Google Trends <trends-noreply@google.com> Tue, Oct 29, 4:18 PM (5 days ago)
to me

Welcome to your weekly Google Trends UK newsletter, with a focus today on **Diwali** search trends.

This data was pulled on October 28th, 2024.

If you were forwarded this email and you'd like to subscribe to future newsletters, you can sign up via this form. If you'd like to be removed, please unsubscribe here.

Got a story idea? Request additional Google Trends data by emailing trendsdatateam@google.com. Unfortunately we are not able to respond to SEO requests.

Shanti du Rocher
Trends Data Analyst, Google Trends

All Trends UK only, unless stated

Top Trends 📊

- "west ham vs man united" is the top trending fixture over the past day, up +2,900%. Diogo Dalot is the top trending player. 7 of the top 10 trending queries over the past day are football fixtures
- Lady Blackbird is the top trending person over the past day, up +2,500%. She is currently at an all-time high. Reborn is her top searched song
- "how to change time on tacho" is the top trending "how to change time on" search over the past day. "how to change time on oven" is the top searched overall
- "is halloween a bank holiday" is the top trending Halloween question over the past day, up +100%
- Tony Hinchcliffe is the top person trending in the Politics category over the past day, and he is a breakout search. "can puerto ricans vote" is the top trending related search

Top Diwali Trends 🕯️ 🎉 🇮🇳

- Diwali search interest has doubled over the past week, Diwali Barbie Doll is the top trending related topic
- Manish Malhotra is the top trending person searched with Diwali this week, "**manish malhotra diwali party**" is a breakout related search. Alia Bhatt is the top searched party attendee
- "diwali decoration ideas" is the top searched "diwali ideas" query this week. Uruli is a breakout related topic
- Sari search interest is at a 5-year high right now. "**1 minute saree**" is the top trending related search this week.
- "**diwali dog outfit**" is the top trending "diwali outfit" query this week, up +200%

Trends tools

Trending Now

Glimpse Extension

Google Trends Newsletter

TikTok Trend Finder GPT

TikTok Trend Finder

Share

S

Can you tell me any current tik tok trends to do with laundry

Searched 5 sites

If you're looking for laundry-related TikTok trends, here are a few that are currently popular:

1. **Laundry Bag Hack**: This trend involves using a large mesh laundry bag to put all your clothes in, making it easier to wash and transfer them without losing smaller items like socks. This hack is great for quick laundry sessions, especially for dorm residents or busy families REAL HOMES READER'S DIGEST
2. **Steam-Cleaning Sofas with Laundry Pods**: TikTokers are dissolving laundry pods in simmering water and using the soapy steam to clean couches and other fabrics. This cleaning hack is part of the larger "#CleanTok" community, where people share easy and clever cleaning tips READER'S DIGEST .

Trends tools

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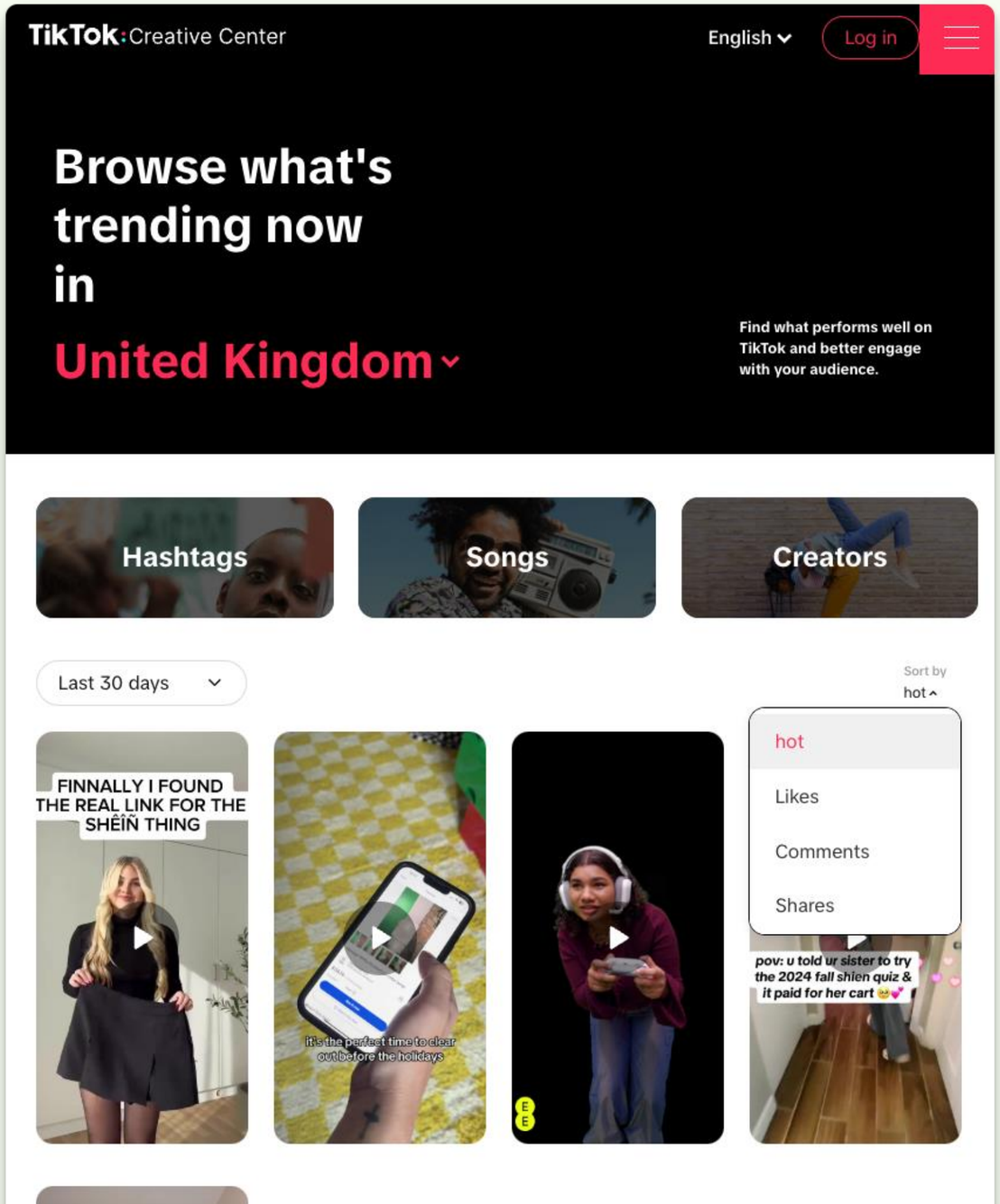
TikTok Trend Finder GPT

Trends Explorer Dashboard



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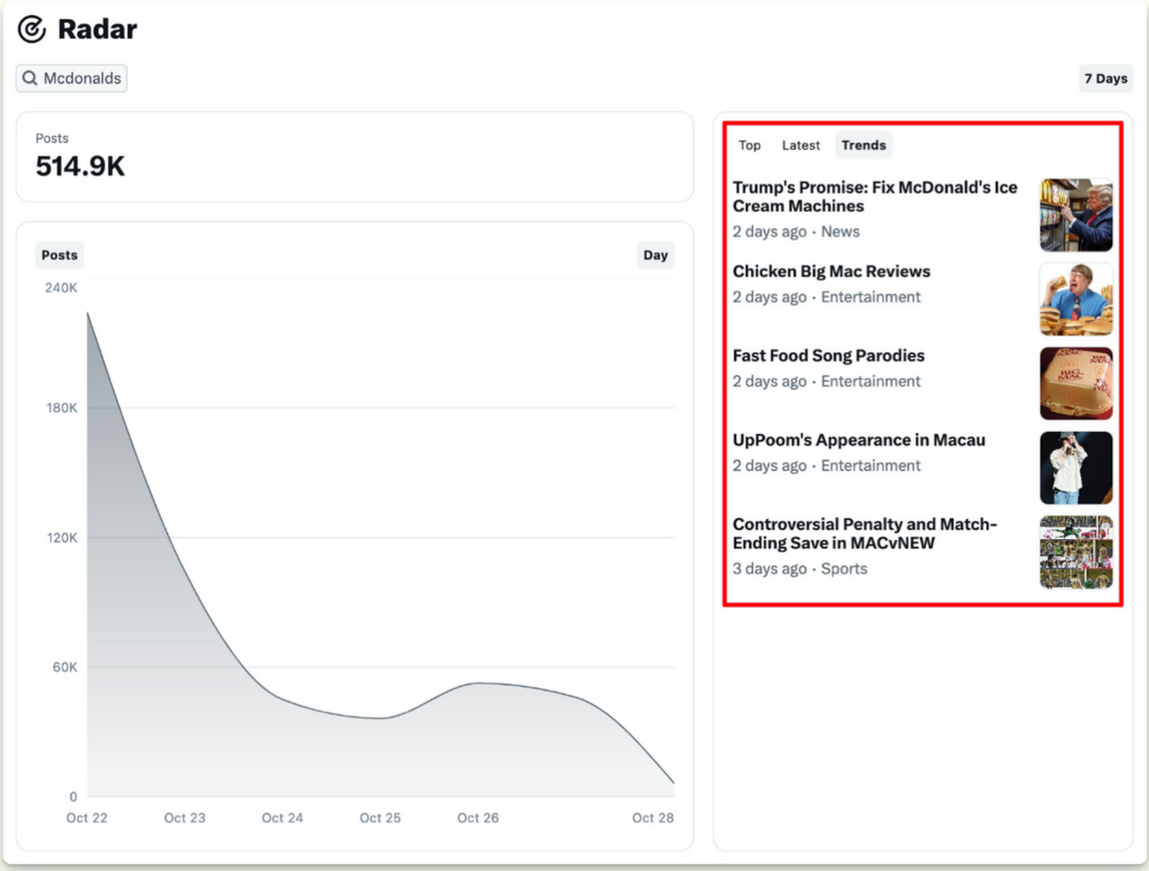
X Radar (Launched Oct 24)



2. Data collection

01

Ideation

02

Data Collection

03

Pitching

DATA COLLECTION

3 ways to collect data

Ready-made datasets

No-code scrapers

Freedom of information

DATA COLLECTION

3 ways to collect data

Ready-made datasets

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Ready made datasets

Database of US parks

TRUST FOR PUBLIC LAND

		Acreage					Access					
		Median Park Size		Parkland as Percent of City Area			Percent of Residents within a 10-Minute Walk to Park		% of __ within 10-Min Walk to Park			
									People of Color		Low-Income Households	
Rank	City	Data (Acres)	Points /100	Data	Points /100	Acreage Points/ 100	Data	Points /100	Data	Points /100	Data	Points /100
1	Washington, DC	1.4	9	23.8%	100	55	99%	99	99%	99	99%	99
2	Minneapolis, MN	5.6	49	15.0%	75	62	99%	99	99%	99	99%	99
3	St. Paul, MN	3.2	26	15.4%	78	52	99%	98	99%	99	99%	98
4	Irvine, CA	6.1	54	26.2%	100	77	93%	92	93%	91	91%	88
5	Arlington, VA	2.5	19	11.2%	53	36	99%	99	99%	99	100%	100
6	Seattle, WA	5.4	47	12.3%	59	53	99%	99	100%	100	100%	100
7	San Francisco, CA	1.3	7	19.5%	100	54	100%	100	100%	100	100%	100
8	Cincinnati, OH	4.2	35	16.0%	81	58	88%	84	87%	84	88%	84
9	Portland, OR	4.9	42	17.4%	90	66	91%	88	91%	88	92%	89
10	Chicago, IL	2.2	16	10.2%	46	31	98%	98	98%	98	98%	98
11	St. Petersburg, FL	3.5	29	13.6%	67	48	78%	72	82%	77	79%	71
12	New York, NY	1.0	4	22.8%	100	52	99%	99	99%	99	99%	99
13	Denver, CO	6.6	59	9.5%	43	51	93%	90	92%	90	93%	91
14	Boston, MA	1.4	8	17.7%	91	50	100%	100	100%	100	100%	100
15	Albuquerque, NM	3.0	24	18.9%	99	62	90%	87	90%	87	90%	86
16	Plano, TX	13.8	100	8.6%	37	69	82%	76	82%	77	80%	74

Database of US parks

% of residents within a 10 minute walk to a park

		Acreage					Access		% of __ within 10-Min Walk to Park			
		Median Park Size		Parkland as Percent of City			Percent of Residents within a 10-Min Walk to Park		People of Color		Low-Income Households	
Rank	City	Data (Acres)	Points /100	Data	Points /100	Acreage Points/ 100	Data	Points /100	Data	Points /100	Data	Points /100
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2	Minneapolis, MN	5.6	49	15.0%	75	62	99%	99	99%	99	99%	99
3	St. Paul, MN	3.2	26	15.4%	78	52	99%	98	99%	99	99%	98
4	Irvine, CA	6.1	54	26.2%	100	77	93%	92	93%	91	91%	88
5	Arlington, VA	2.5	19	11.2%	53	36	99%	99	99%	99	100%	100
6	Seattle, WA	5.4	47	12.3%	59	53	99%	99	100%	100	100%	100
7	San Francisco, CA	1.3	7	19.5%	100	54	100%	100	100%	100	100%	100
8	Cincinnati, OH	4.2	35	16.0%	81	58	88%	84	87%	84	88%	84
9	Portland, OR	4.9	42	17.4%	90	66	91%	88	91%	88	92%	89
10	Chicago, IL	2.2	16	10.2%	46	31	98%	98	98%	98	98%	98
11	St. Petersburg, FL	3.5	29	13.6%	67	48	78%	72	82%	77	79%	71
12	New York, NY	1.0	4	22.8%	100	52	99%	99	99%	99	99%	99
13	Denver, CO	6.6	59	9.5%	43	51	93%	90	92%	90	93%	91
14	Boston, MA	1.4	8	17.7%	91	50	100%	100	100%	100	100%	100
15	Albuquerque, NM	3.0	24	18.9%	99	62	90%	87	90%	87	90%	86
16	Plano, TX	13.8	100	8.6%	37	69	82%	76	82%	77	80%	74

Database of US parks

% of residents within a 10 minute walk to a park

% of the city that's 'green space'

		Acreage					Access					
		Median Park Size		Parkland as Percent of City			Percent of Residents within a 10-Min Walk to Park		% of __ within 10-Min Walk to Park			
									People of Color		Low-Income Households	
Rank	City	Data (Acres)	Points /100	Data	Points /100	Acreage Points/ 100	Data	Points /100	Data	Points /100	Data	Points /100
1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	55	99%	99	99%	99	99%	99
2	Minneapolis, MN	[illegible]	[illegible]	[illegible]	[illegible]	62	99%	99	99%	99	99%	99
3	St. Paul, MN	3.2	26	15.4%	78	52	99%	98	99%	99	99%	98
4	Irvine, CA	6.1	54	26.2%	100	77	93%	92	93%	91	91%	88
5	Arlington, VA	2.5	19	11.2%	53	36	99%	99	99%	99	100%	100
6	Seattle, WA	5.4	47	12.3%	59	53	99%	99	100%	100	100%	100
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9	Portland, OR	4.9	42	17.4%	90	66	91%	88	91%	88	92%	89
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[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Database of US parks

% of residents within a 10 minute walk to a park

% of the city that's 'green space'

Number of basketball hoops in each city

		Acreage					Access					
		Median Park Size		Parkland as Percent of City			Percent of Residents within a 10-Min Walk to Park		% of __ within 10-Min Walk to Park			
									People of Color		Low-Income Households	
Rank	City	Data (Acres)	Points /100	Data	Points /100	Acreage Points/ 100	Data	Points /100	Data	Points /100	Data	Points /100
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7	San Francisco, CA	1.3	7	19.5%	100	54	100%	100	100%	100	100%	100
8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	84	87%	84	88%	84
9	Pasadena, CA	[illegible]	12	[illegible]	38	[illegible]	[illegible]	88	91%	88	92%	89
10	Chicago, IL	2.2	16	10.2%	46	31	98%	98	98%	98	98%	98
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Consumer product-related injuries

NEISS Product Codes

This search tool is not exhaustive. For best results, see the NEISS Product Codes appendix in the most recent NEISS Coding Manual, (PDF) updated annually. Since pr
codes change over time, also see the Product Code Comparability Table. (PDF) Note that certain product codes are captured only for poisoning and chemical burn case
involving children under 5 years of age.

Find Related Product Codes (ex: carrier)

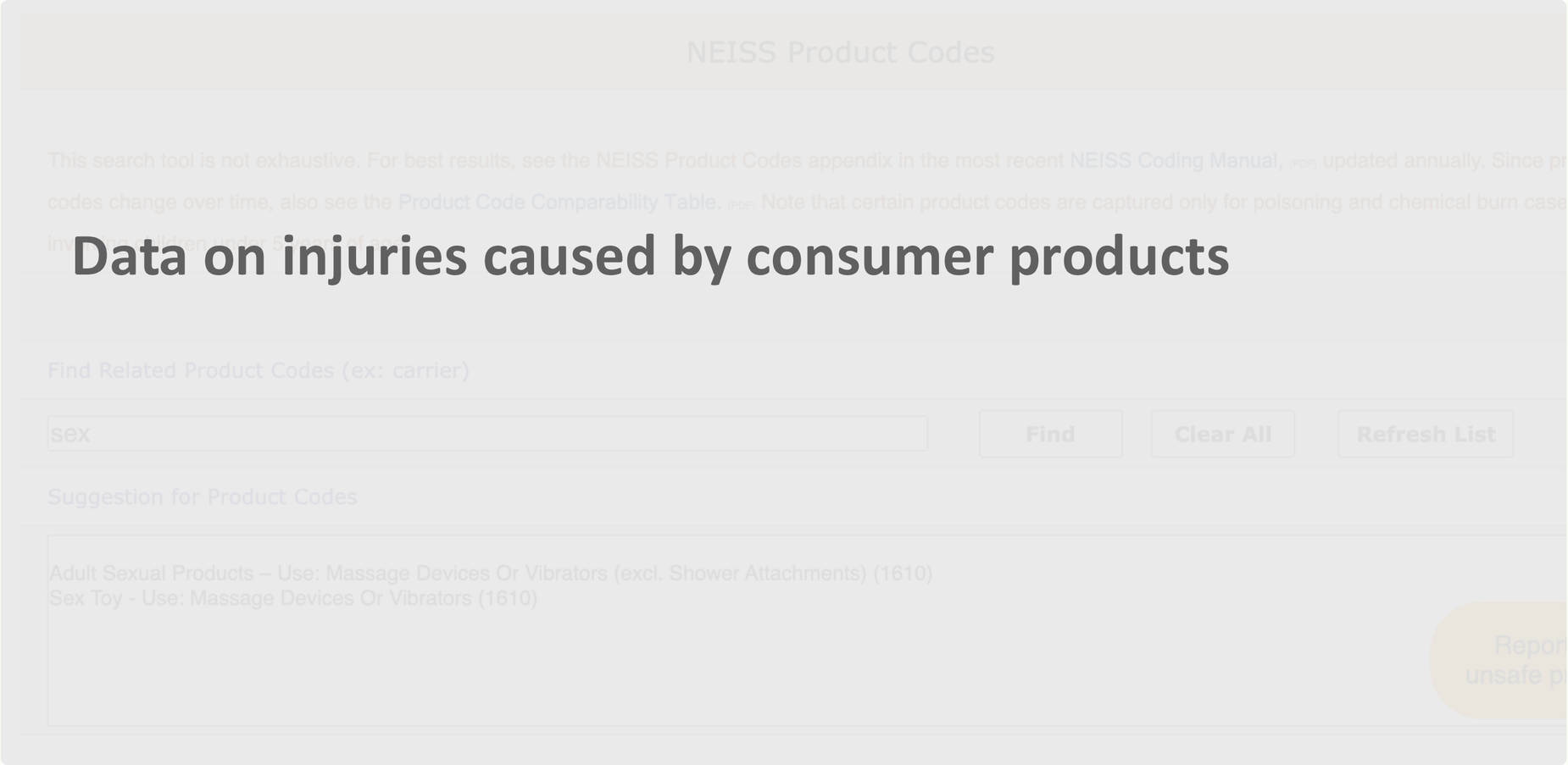
sex | Find | Clear All | Refresh List

Suggestion for Product Codes

Adult Sexual Products – Use: Massage Devices Or Vibrators (excl. Shower Attachments) (1610)
Sex Toy - Use: Massage Devices Or Vibrators (1610)

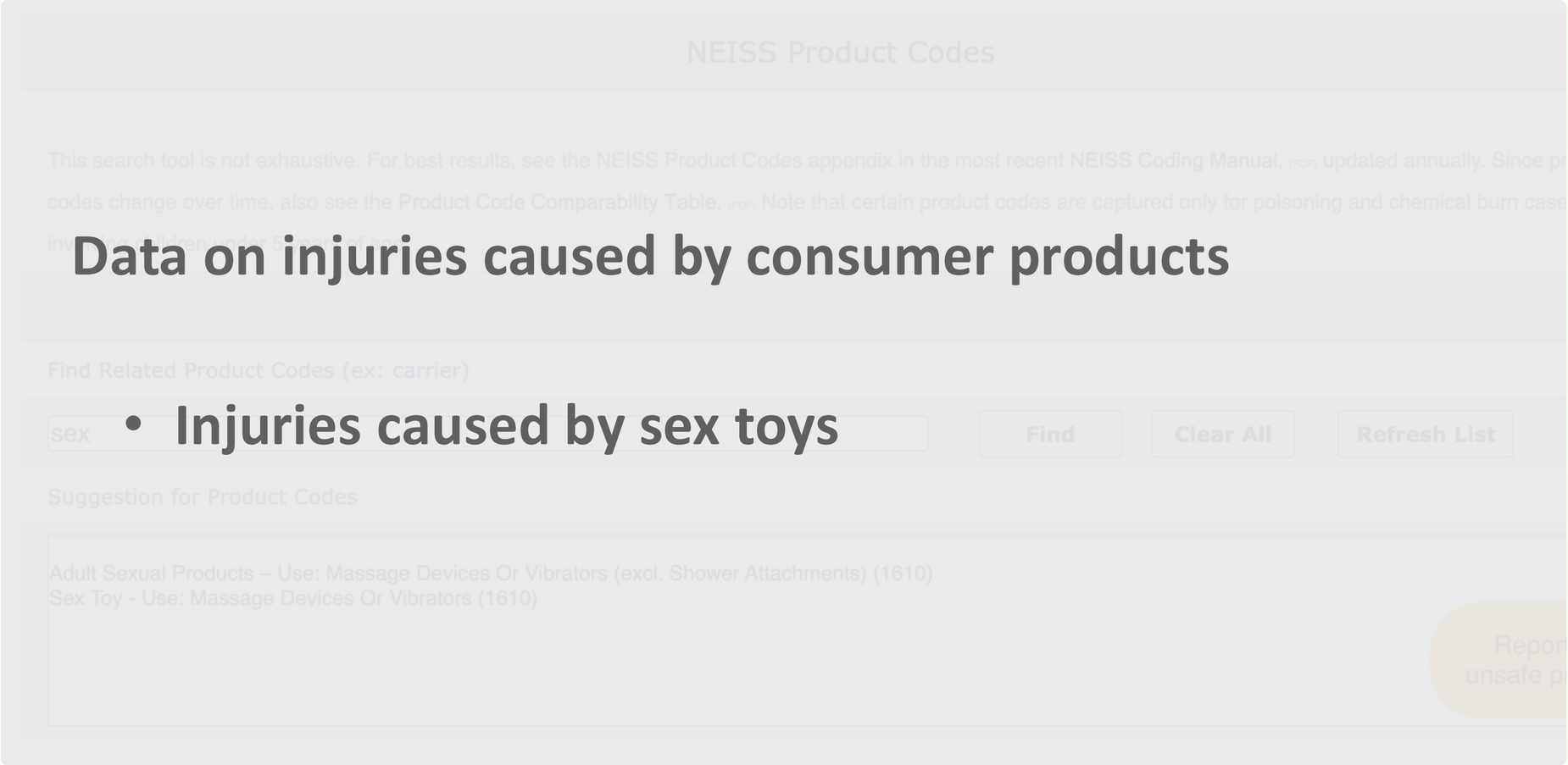
Report
unsafe pr

Consumer product-related injuries



Data on injuries caused by consumer products

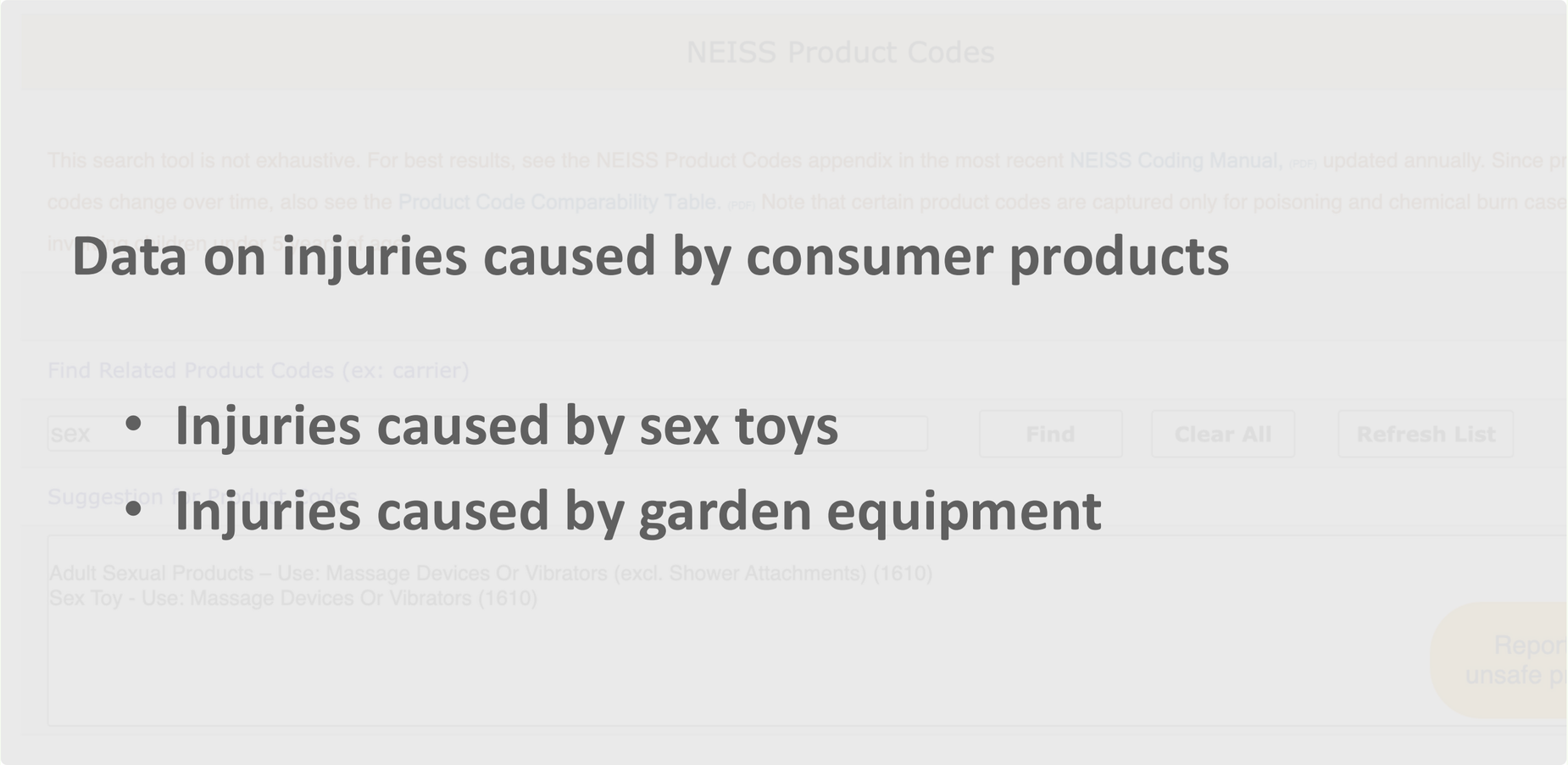
Consumer product-related injuries



Data on injuries caused by consumer products

- Injuries caused by sex toys

Consumer product-related injuries



Data on injuries caused by consumer products

- Injuries caused by sex toys
- Injuries caused by garden equipment

Adult Data

File Edit View Insert Format Data Tools Extensions Help

Menus 100% $ % .0 .00 123 Defaul... 18

H1164 | 62Yom Has A Vibrator In His Rectum Unable To Retreive Dx: Foreign Body Rectum

	H
1	**Narrative**
1155	62Yom From Home W Foreign Body Of Large Glass Bottle In His Rectum. Home Placed A Condom Taken To Operating
1156	62 Yom Placed A Golf Ball In His Rectum Today At 11Am. Developed Lower Abdomen Pressure Until Golf Ball Came Out
1157	62 Yom Is Small Man Found Foreign Object In Rectum By Sister Yesterday 6 Days Ago. Is Unable To Remove It. Denies Rectal P
1158	62Yom Sudden Onset Toilet Paper Here In Rectum During Sex. Encounter W Partner While Intoxicated. Denies Dx Pe
1159	62Yom Reports Was Playing With My Wife When The Pipe Of A Aerosol Can Became Dislodged Stuck In His Rectum D
1160	62Yom Presents With Rectal Pain After Insertion Of Drunk 6 Days Ago And Placed Of Plastic Soda Bottle Into His Rectum
1161	62Yom Hx Of Sex Addiction Presents With Stuck In Rectum Foreign Body In Rectum
1162	62Yom Bottle Rectal Pain 68 Attempting To Get Down To Assist Sitting When Fell Down Stairs Embankment Foun
1163	62Yom Pushed Vibrator Into Rectum And Unable To Get Out Since Saturday Dx: Foreign Body In Anus
1164	62Yom Has A Vibrator In His Rectum Unable To Retreive Dx: Foreign Body Rectum
1165	62Yom Advanced Vibrator Too Far Past Anal Sphincter Which Became Spontaneously In Colon Foreign Body Removal Rec
1166	62Yom C/O Vibrator Stuck In Rectum Dx: Fb In Rectum
1167	62 Yom Pt Inserted A Vibrator Into Rectum Then It Got Stuck Pt Stopped Pushing Rectum
1168	62Yom Severe Rectal Discomfort Hx Of Egg In Rectum Dx: Fb In Rectum Rectal Bleeding
1169	62Yom Rubber Vibrator Stuck In Rectum And Not Able To Pass Dx: Fb In Rectum
1170	62Yom With A Self Inflicted Water Balloon In Rectum Does This Medical Emergency
1171	62Yom Placed A Plastic Bottle Into Her Rectum 2 Weeks Ago Now Has Severe Pain Dx: Foreign Body Rectum

NYC 311 calls

311 Service Requests from 2010 to Present

Complaint Type	Descriptor	Location Type	Incident Zip	Incide
Noise - Street/Sidewalk	Loud Talking	Street/Sidewalk	11232	864 4
Maintenance or Facility	Rodent Sighting	Park	10035	167 E
Illegal Parking	Parking Permit Improper Use	Street/Sidewalk	10034	500 V
Noise - Commercial	Loud Music/Party	Club/Bar/Restaurant	11206	907 B
Noise - Residential	Loud Music/Party	Residential Building/House	11233	195 T
Illegal Parking	Blocked Sidewalk	Street/Sidewalk	11368	57-38
Homeless Person Assistance	Non-Chronic	Store/Commercial	10036	1520
Drug Activity	Use Outside	Street/Sidewalk	10033	11 BE

NYC 311 calls

311 Service Requests from 2010 to Present

Find the loudest boroughs in New York

Complaint Type	Descriptor	Location Type	Incident Zip	Incide
Noise - Street/Sidewalk	Loud Talking	Street/Sidewalk	11232	864 4
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NYC 311 calls

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Noise - Street/Sidewalk	Loud Talking	Street/Sidewalk	11232	864 4
Maintenance or Facility	Rodent Sighting	Park	10035	167 E
Illegal Parking	Parking Permit Improper Use	Street/Sidewalk	10034	500 W
Noise - Vehicle	Loud Music/Party	Residential Building/House	11206	907 E
Noise - Residential	Loud Music/Party	Residential Building/House	11233	195 T
Illegal Parking	Blocked Sidewalk	Street/Sidewalk	11368	57-38
Homeless Person Assistance	Non-Chronic	Store/Commercial	10036	1520
Drug Activity	Use Outside	Street/Sidewalk	10033	11 BE

Find the loudest boroughs in New York

Or the dirtiest neighbourhoods

(e.g. where you're most likely to spot a rat)

50+ more data sets here...

Data set	Link	Brief descrip
Transport for Lor	https://tfl.gov.uk/	Data on the TFL travel system including cycling and bus data
U.S. Bureau of L	https://www.bls.g	Data on the workforce of the USA
Eurostate databa	https://ec.europa	Contains all data publicly available from Eurostat including data on migration, quality of l
World bank oper	https://data.worl	Data on things like how rich different countries are, how healthy people are, and how ma
AQICN	https://aqicn.org/	Air quality database
Storm events da	https://www.ncdc	Details about different storm events across the USA
NOAA	https://www.ncdc	Climate data and weather
ONS UK	https://www.ons.	UK population data
UK Land registry	https://landregist	Data house prices in the UK
Football player s	https://www.kagg	Database on Euro league footballers
Web-based Injur	https://wisqars.c	Data on fatal and non fatal injuries including things like cost and leading causes of death
Historical fundin	https://www.uksp	Data on how much funding each olympic sport has recvieved in the UK
Food standards	https://data.food.	Data on food hygiene ratings in the UK
FDA	https://www.fda.g	Data on food recalls in the USA
Open brewery da	https://www.oper	Global data on brewies
Meta transparen	https://transpare	Data on things like meta downtime and restrictions

DATA COLLECTION

3 ways to collect data

Ready-made datasets

No-code scrapers

Freedom of information

Using Reddit as a data source

Using Reddit as a data source

INSUREANDGO Go without the doubt

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0808 281 0510
Opening Times

Travel Insurance | About Us | Help | Blog | Claims | My InsureandGo

Home > Blog > The global hotspots travellers most want to return to

The global hotspots travellers most want to return to

Press Releases, Travel Inspiration

Written by: Letitia Smith Created: 15 April 2024 Last Modified: 1 May 2024

Many people plan their dream trips for a while, getting comprehensive travel insurance in place and filling their itineraries with attractions and sights they've patiently waited to tick off their bucket lists. But while many of us travel somewhere new each year, in fear of not having visited some of the best parts of the world, many travellers instead value familiarity, or even fall in love with places so deeply that they choose to return, time and time again.

With this in mind, we wanted to investigate which places around the world are most captivating for those who visit. We've analysed thousands of comments on Reddit, scrutinised hundreds of reviews of global attractions, and ranked the countries, cities and attractions people most want to return to.

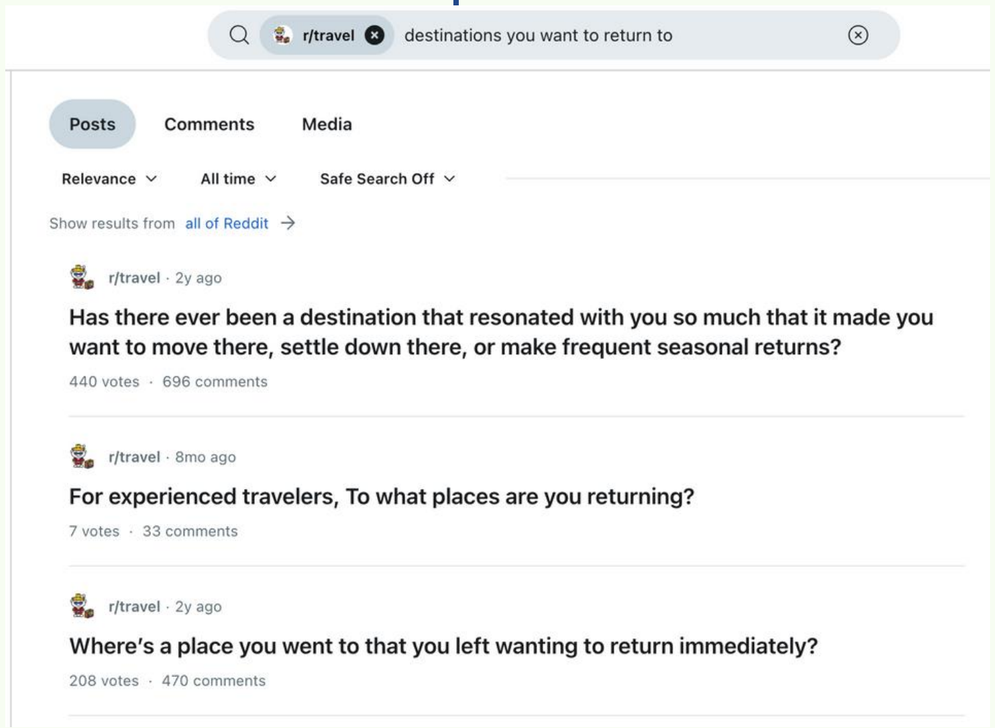
Which countries and cities do people most want to revisit?

To figure out which countries and cities are drawing the most visitors back, we took to Reddit's r/Travel board, which boasts almost 10 million members. We analysed over 7,500 comments from different subreddits discussing countries that people expressed a desire to revisit, tallying the number of mentions for each destination.

Top 10 Countries People Most Want To Return To

Using Reddit as a data source

Find relevant Reddit threads



Using Reddit as a data source

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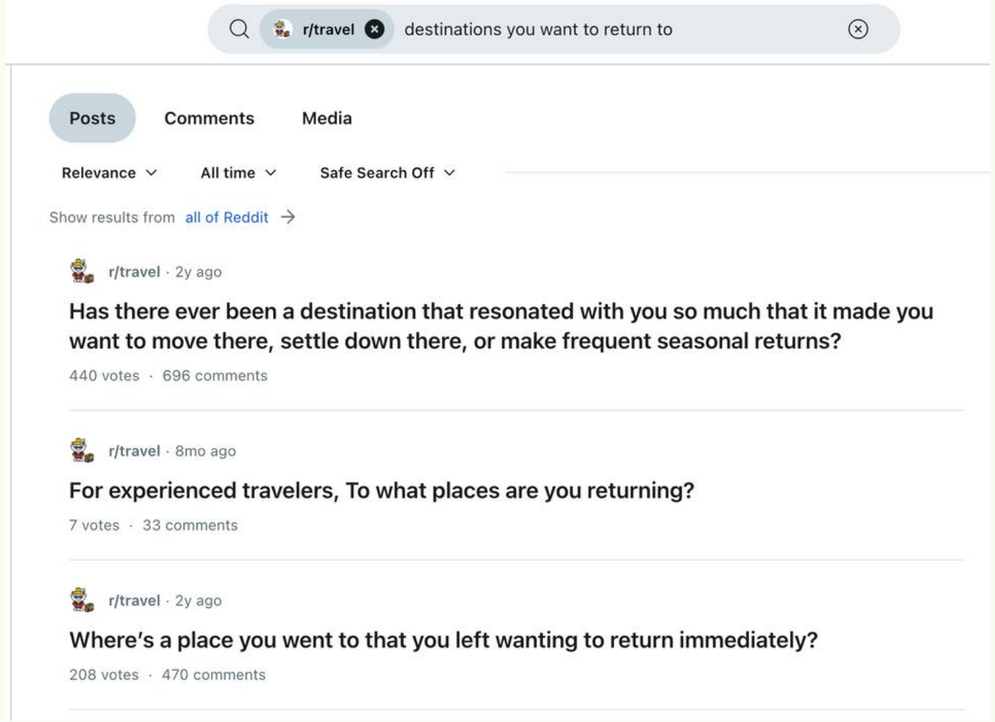
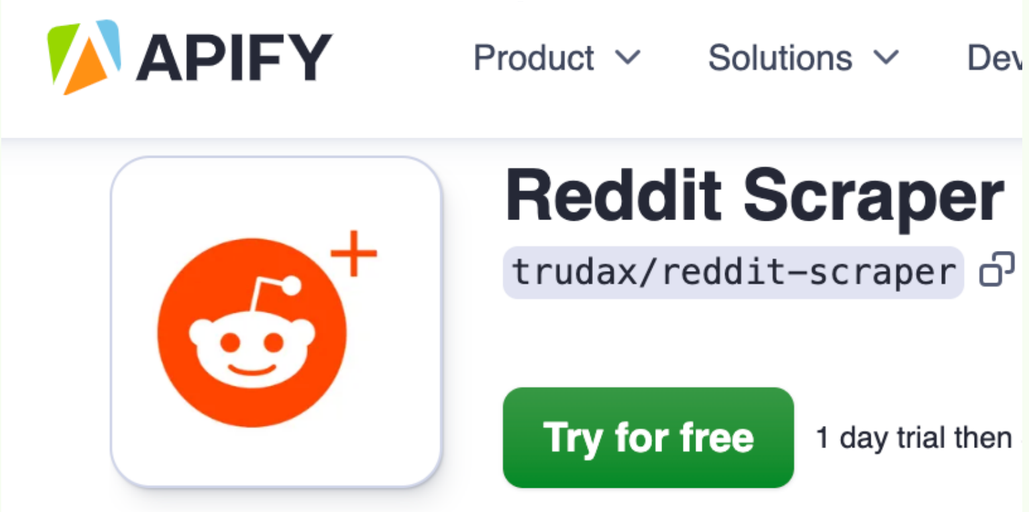


Extract the comments



Using Reddit as a data source

Analyse the comments

COPY THIS SHEET AND USE YOUR OWN CHATGPT API KEY BELOW	
ChatGPT API Key	
System Content	If there is more than one destination the commenter would like to go back to, list them all separated b
Prompt	This is a comment someone has made regarding destinations they would like to go back to. Read the whole comment and then extract the destinations the commenter is saying they would like to go back to.

Using Reddit as a data source

Analyse the comments

Transcript	Classification
Iceland. I've been there twice in different seasons and I can't wait to go back. There's	Iceland
Riga, Latvia A little off the radar for most people but a place I enjoy going back to. Go during the s For the return visit go in the winter. Go to the Xmas markets, go bob sledding, do the It's a worthwhile time to go in both seasons for different reasons.	Riga, Latvia
I'm always drawn back to the vibrant streets of Tokyo. There's just something about th	Tokyo; Barcelona; New Zealand
With every new country we visit in Europe it's seems to end with a return trip to Italy (	Italy (Rome & Amalfi)

Using Reddit as a data source

The results

Top 10 Countries People Most Want To Return To

Rank	Country	Number of mentions
1	Japan	324
2	Italy	294
3	Spain	209

No-code scrapers

APIFY

Instant Data Scraper

axiom.ai

Octoparse

Outscraper

Remember the bed bug outbreak last year?

Remember the bed bug outbreak last year?

Remember the bed bug outbreak last year?

Remember the bed bug outbreak last year?

A mattress site collected the number of bed bug sightings in each state...

A mattress site collected the number of bed bug sightings in each state...

1	Oklahoma	4,114
2	West Virginia	3,781
3	Ohio	3,657
4	Missouri	3,585
5	Kentucky	3,529
6	Illinois	3,490
7	Indiana	3,488
8	Nebraska	3,428
9	Kansas	3,366
10	Nevada	3,337
11	Tennessee	3,336
12	Arkansas	3,311
13	Hawaii	3,282
14	North Carolina	3,246
15	South Carolina	3,052
16	Pennsylvania	3,040
17	Michigan	3,032
18	Iowa	3,015
19	Georgia	2,936
20	South Dakota	2,872
21	Delaware	2,849
22	Mississippi	2,834
23	Alabama	2,819
24	Maryland	2,759
25	Virginia	2,725

= Rank = State = Searches for bed bugs (Per 10,000 residents)

mattressnextday

They collected the total number of sightings from “BedBugReports.com”

They collected the total number of sightings from “BedBugReports.com”

BedBugReports.com

They collected the total number of sightings from “BedBugReports.com”

BedBugReports.com

Collect total reports by state

DATA COLLECTION

3 ways to collect data

Ready-made datasets

No-code scrapers

Freedom of information

You can request information from governement bodies

WhatDoTheyKnow

MUCKROCK

Some of the things you can request...

Speed tickets issued per camera

Dear City of London Police,

For each fixed speed camera, red light camera, and average or variable speed camera under your jurisdiction, can you give me the number of NIPs (notice of intended prosecutions) handed out. Also include cameras with zero NIP's handed out in the data.

I want the raw data for 2023 (01/01/23 - 31/13/23), broken down by speed camera.

Please provide whatever the most granular location identifier is for each speed camera.

In dealing with average or variable speed cameras, I appreciate that NIP data may not be attributable to a single camera in the raw data. If this is the case, please provide whatever location identifier(s) you have in the raw data that will allow us to understand where the NIP relates to geographically.

If you need any clarifications to fulfil the request please ask, but do not hold up supplying any data that doesn't relate to the clarification. E.g if you need clarification around how to deal with average speed cameras, you can still provide the data for the fixed speed camera, red light cameras.

Ideally the data will be provided in spreadsheet form.

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Ideally the data will be provided in spreadsheet form.

Fixed Camera Location Address	Number of Fixed Camera detected Notices of Intended Prosecution issued for speeding
A2 Canterbury Road, Sittingbourne	497
A2 Chatham Hill T/W New Road	253
A2 Chatham Hill, Chatham	122
A2 Chatham Hill, J/W Luton Road, Chatham	629
A2 High Street (Newington)	No data held
A2 High Street, Rainham	197
A2 London Road Hartlip Kent	63
A2 London Road, Faversham	112
A2 London Road, Ospringe	216
A2 London Road, Rainham	130
A2 London Road, Sittingbourne	60
A2 New Road T/W Luton Arches	No data held
A2 New Road, Chatham	265
A2 New Road, T/W City Way,Rochester	26
A2 New Road, T/W Gibraltar Hill, Rochester	103
A20 London Road, Maidstone	643
A20 West Kingsdown	No data held
A206 Burnham Road, Nr Lawson Road	No data held
A225 Hawley Road, Nr Shirehall Road, Dartford	157

Total £ sales of subsidised booze sold in parliamentary bars

[redacted] 13 February 2024 Delivered

Dear House of Commons,

For all of the bars in the house of commons can you provide:

Sales £ value and units data for each product sold (i.e menu item name) by day. I would like this data for the last 2 years.

If you can't provide 2 years worth of daily data in the time constraints then provide a years worth of daily data.

Yours faithfully,

[redacted]

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Yours faithfully,

[redacted]

G1

	A	C	D	E
1	Busin	Menu Item Name	Revenue Center Name	Sales Amou
112	#####	HOC ChampagneBtl	PUGIN ROOM	£ 86.00
113	#####	HOC ChampagneBtl	MEMBERS DR	£ 43.00
114	#####	Castellblanc175	SMOKING ROOM	£ 20.40
115	#####	Cuvee 1821 btl	PUGIN ROOM	£ 27.75
116	#####	Cuvee 1821 175	PUGIN ROOM	£ 6.80
242	#####	HOC ChampagneBtl	PUGIN ROOM	£ 86.00
243	#####	HOC ChampagneBtl	STRANGER DR	£ 86.00
244	#####	HOCChampage175	PUGIN ROOM	£ 21.00
245	#####	Castellblanc175	SMOKING ROOM	£ 6.80
246	#####	Cuvee 1821 btl	PUGIN ROOM	£ 55.50
247	#####	Cuvee 1821 175	ADJOURNMENT	£ 13.60
390	#####	HOC ChampagneBtl	STRANGER DR	£ 86.00
391	#####	HOCChampage175	PUGIN ROOM	£ 31.50
392	#####	HOCChampage175	STRANGER DR	£ 21.00
393	#####	Castellblanc175	SMOKING ROOM	£ 20.40

F24 158 Drinks sales by day and

TAKING THE

PISS

https://takingthepiss.org

A few quick tips for making a successful FOI request:

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- Don’t request too much information

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- Don’t request too much information
- Be as specific as possible

A few quick tips for making a successful FOI request:

- Don’t request too much information
- Be as specific as possible
- Search past successful requests

3. Pitching

01

Ideation

02

Data Collection

03

Pitching

PITCHING

3 main parts

Finding journos

Media pitch

Follow-ups + monitoring

PITCHING

3 main parts

Finding journos

Media pitch

Follow-ups + monitoring

PITCHING

3 main parts

Finding journos

Media pitch

Follow-ups + monitoring

5 free ways to find journalists

5 free ways to find journalists

- Use a free tool

5 free ways to find journalists

- Use a free tool
- Find the about page

5 free ways to find journalists

- Use a free tool
- Find the about page
- Check Twitter (or other social media / personal sites)

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- Search Google for “name” + “email” / “contact” / “connect”

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- Find the about page
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- Search Google for “name” + “email” / “contact” / “connect”
- Guess based on common formats

1/5 - Free tools

Apollo.io

10,000

Searches P/M

Hunter.io

25

Searches P/M

Wiza.co

25

Searches P/M

2/5 - Author bio pages

Journalist bio

SOUTH FLORIDA SunSentinel

JOURNALIST

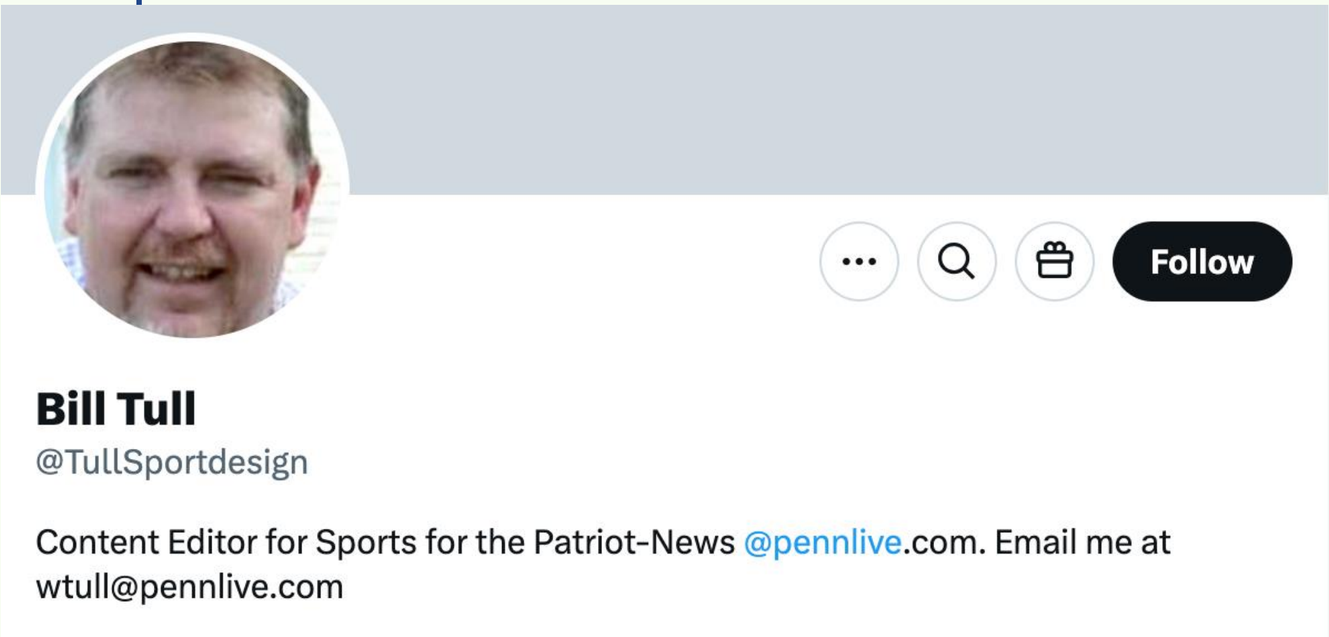
Skyler Swisher

sswisher@orlandosentinel.com

Skyler Swisher is an Investigative reporter for the Orlando Sentinel. He previously covered politics, health and other topics at the South Florida Sun Sentinel and the Daytona Beach News-Journal. He is a graduate of the University of Tennessee and grew up in Memphis. In his free time, he enjoys playing guitar, reading and exploring the outdoors.

3/5 - Twitter (X) bios + tweets

Twitter bio

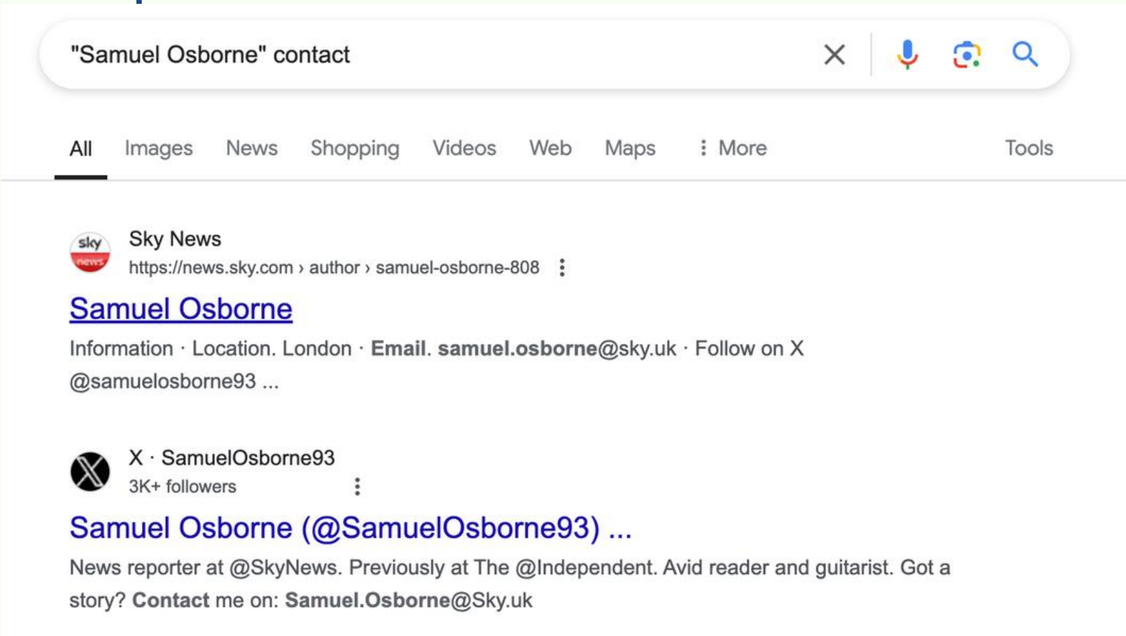


3/5 - Twitter (X) bios + tweets

Twitter search

4/5 - Custom search operators

Google search



5/5 - Email permutators

Mail Meteor Email Permutator

First name

Elon

Last name

Musk

Domain

@ spacex.com

GENERATE EMAIL ADDRESSES

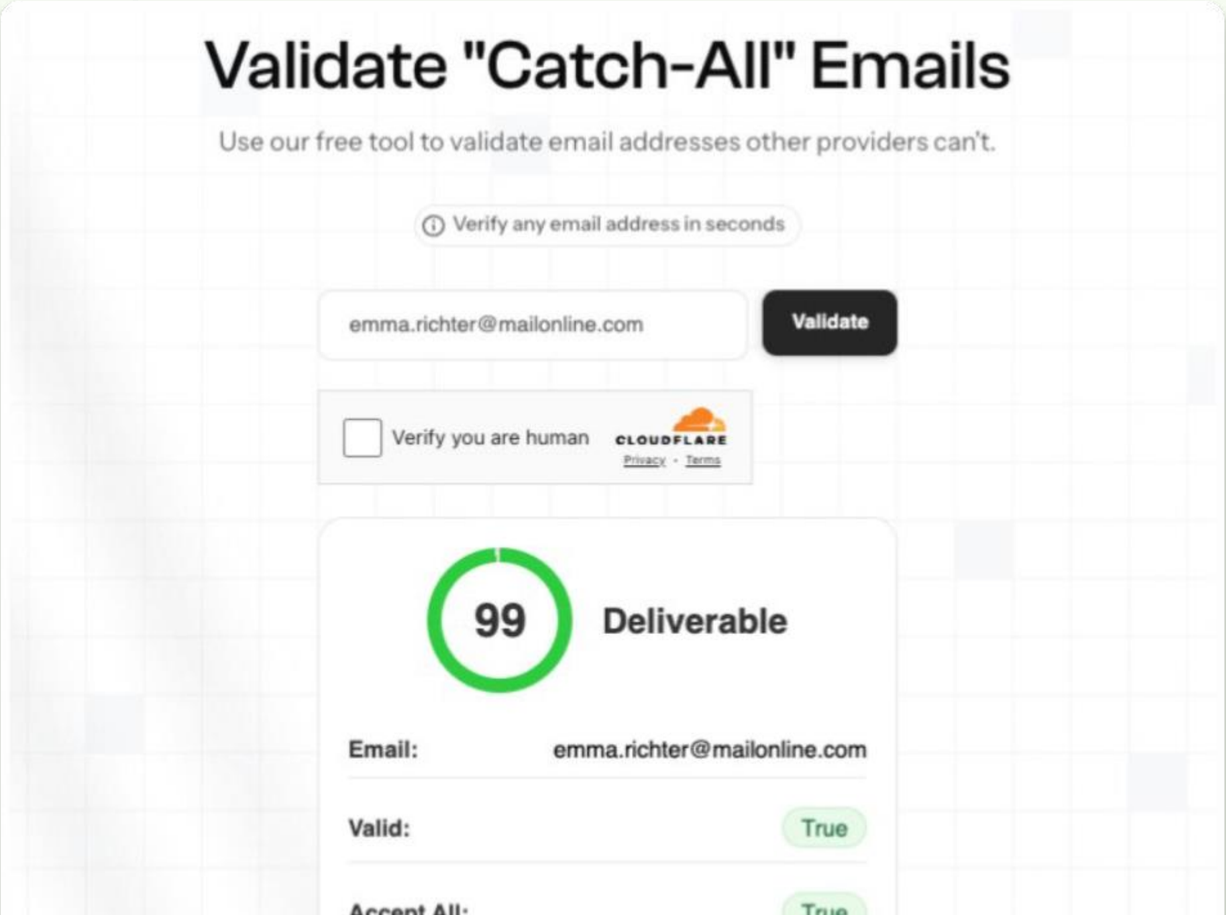
MORE SETTINGS

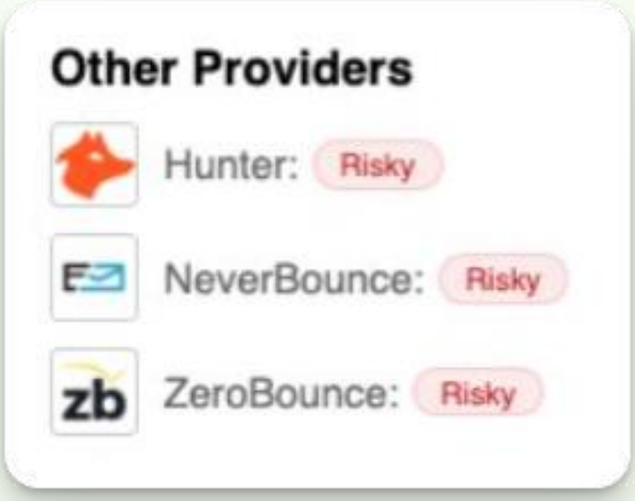
elon@spacex.com
musk@spacex.com
elonmusk@spacex.com
elon.musk@spacex.com
emusk@spacex.com
e.musk@spacex.com
elonm@spacex.com
elon.m@spacex.com
em@spacex.com
e.m@spacex.com
muskelon@spacex.com
musk.elon@spacex.com
muske@spacex.com
musk.e@spacex.com
melon@spacex.com
m.elon@spacex.com

34 emails generated – Open in Gmail

5/5 - Free email validators

JournoFinder Free Email Validator





PITCHING

3 main parts

Finding journos

Media pitch

Follow-ups + monitoring

Anatomy of a top performing pitch

Scotland Home To 13 Cheapest Wetherspoons In UK

Hi Veronica,

As Wetherspoons boss Tim Martin warns that the price of a pint could reach £10, new data from Pantry and Larder has revealed the UK's cheapest Wetherspoons - and they're all north of the border.

The study was carried out by collecting over 300,000 drink prices from every Wetherspoons in the UK (via the app). Only drinks available in every Wetherspoons were included in the average.

Here are the cheapest Wetherspoons in the UK:

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Subject line outlines main selling point for Scottish papers (the audience)

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A clear hook demonstrates relevance to current news cycle

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Key points outlined in a clear and easy-to-read format

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Pantry and Larder also used the data to create an interactive price map. You can select your go-to Spoons order from the search bar and see how much it would cost you in different Wetherspoons across the country.

Commenting on the findings, Veronica Fletcher, Founder of Pantry & Larder says:

"Drink prices vary significantly across the UK, but certain drinks are notably cheaper in Scotland and these bring the average price down. For example, the average price for a bottle of Budweiser is £3.32 in English Wetherspoons, but £2.88 in Scottish Wetherspoons."

I hope you find this useful, and I'm always happy to answer any questions or provide further data.

Best regards,

P.S Here is a Google Drive link with images you can use:
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Suggested headlines:

- The 13 cheapest Wetherspoons are all in Scotland - an average pint costs just £2.65
- Interactive map shows you which Wetherspoons have the cheapest drinks across Scotland
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Tailored headline suggestions written in the style of the outlets we're reaching out to

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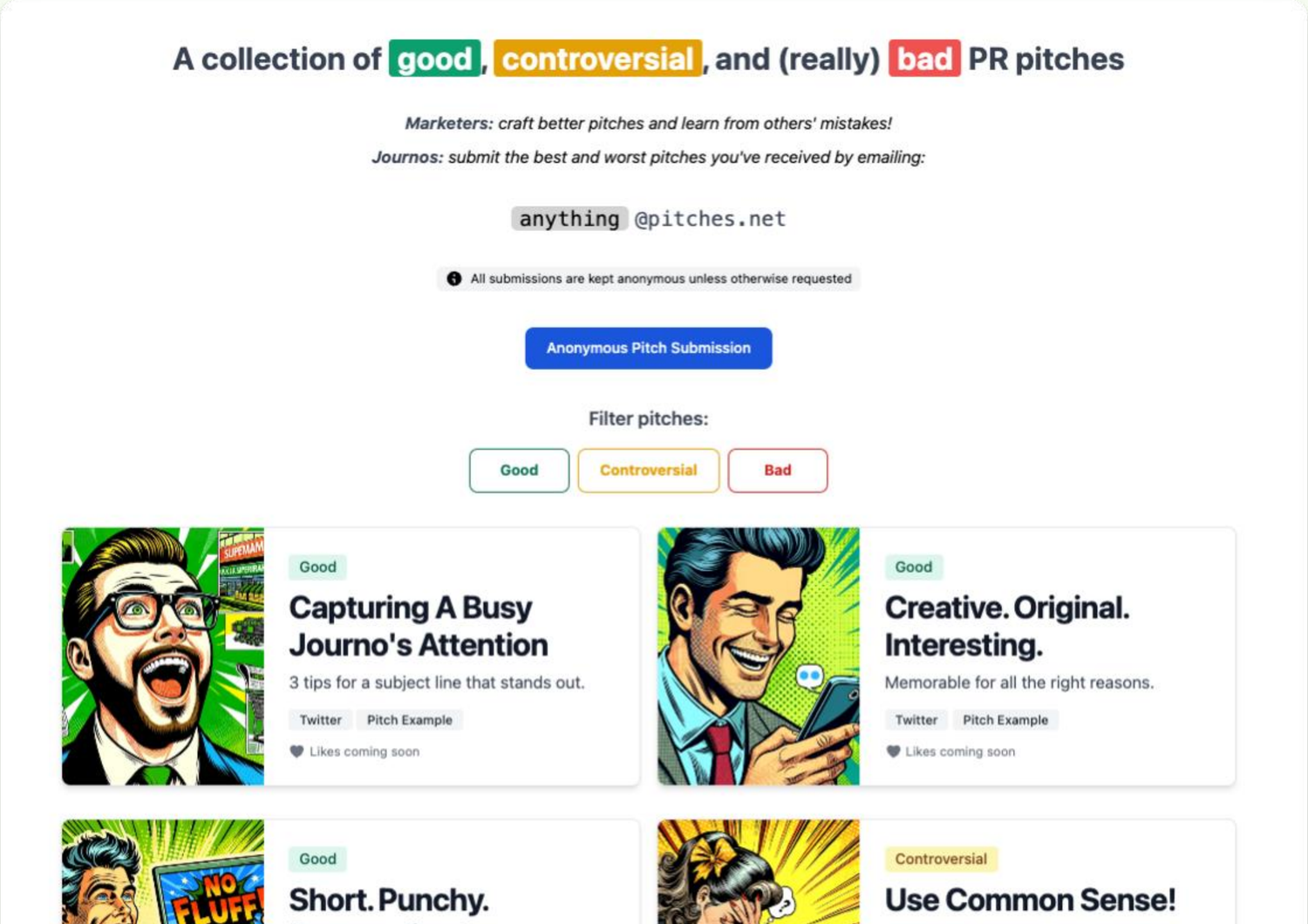
More examples at pitches.net



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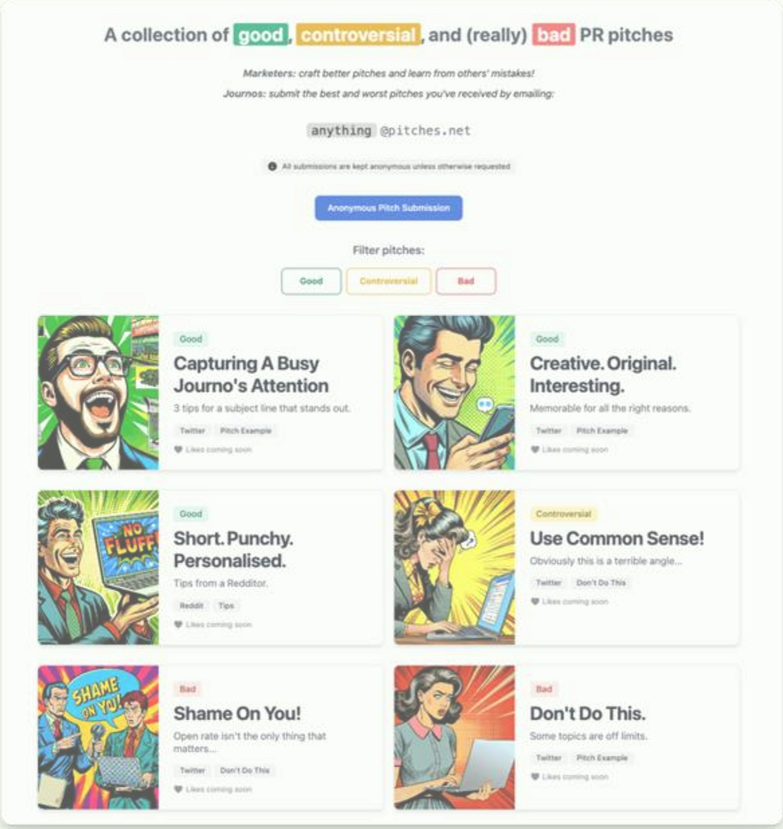

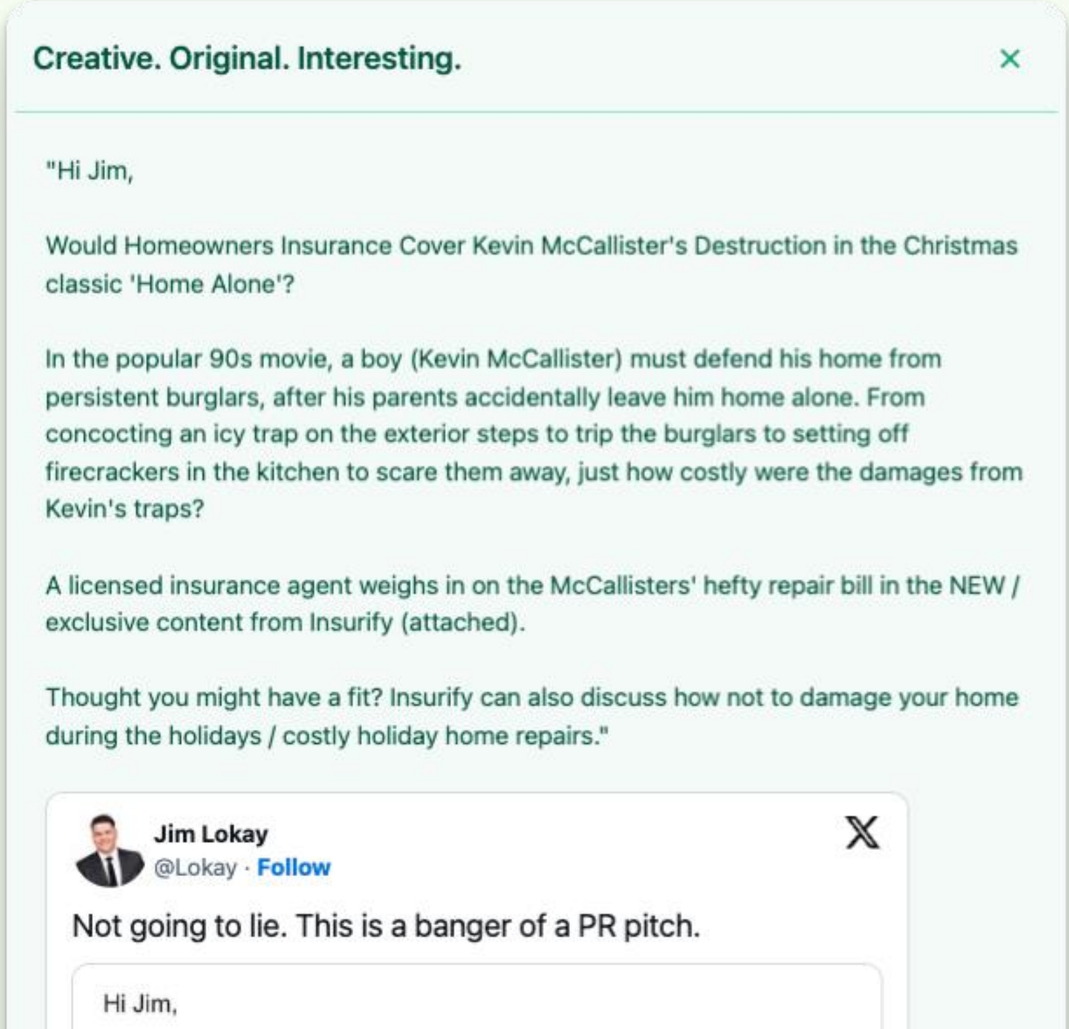

Creative. Original. Interesting.

"Hi Jim,

Would Homeowners Insurance Cover Kevin McCallister's Destruction in the Christmas classic 'Home Alone'?

In the popular 90s movie, a boy (Kevin McCallister) must defend his home from persistent burglars, after his parents accidentally leave him home alone. From concocting an icy trap on the exterior steps to trip the burglars to setting off firecrackers in the kitchen to scare them away, just how costly were the damages from Kevin's traps?

A licensed insurance agent weighs in on the McCallisters' hefty repair bill in the NEW / exclusive content from Insurify (attached).

Thought you might have a fit? Insurify can also discuss how not to damage your home during the holidays / costly holiday home repairs."

Jim Lokay
@Lokay · Follow

Not going to lie. This is a banger of a PR pitch.

Hi Jim,

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3 main parts

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Media pitch

Follow-ups + monitoring

Follow-ups

Follow-ups

- ALWAYS follow up (~3 working days)

Follow-ups

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- Two, maximum three follow ups

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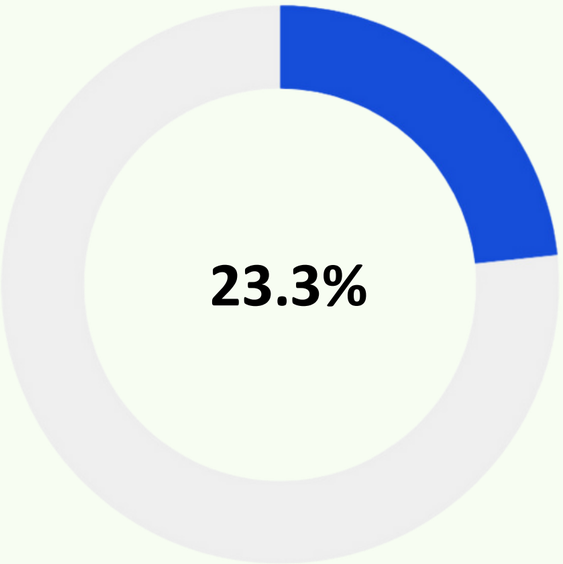
- Two, maximum three follow ups
- Change the subject line

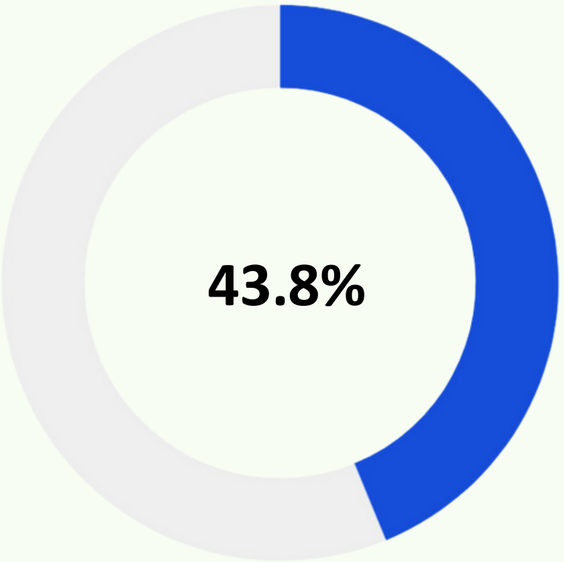
Subject Line 1

Christmas Eve worst day of the year for grocery substitutes



Revised Subject Line

Grocery substitutes surge 346% at Christmas



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- Keep it super simple OR offer additional value
- Following up usually isn’t the issue...

Sending irrelevant pitches is

Monitoring

Monitoring

- Use multiple quotation mark searches:

  "brand name" **[Filter: last week]**

  "keyword" **[Filter: last week]**

  "spokesperson name" **[Filter: last week]**

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- Check for coverage **EVERY DAY**

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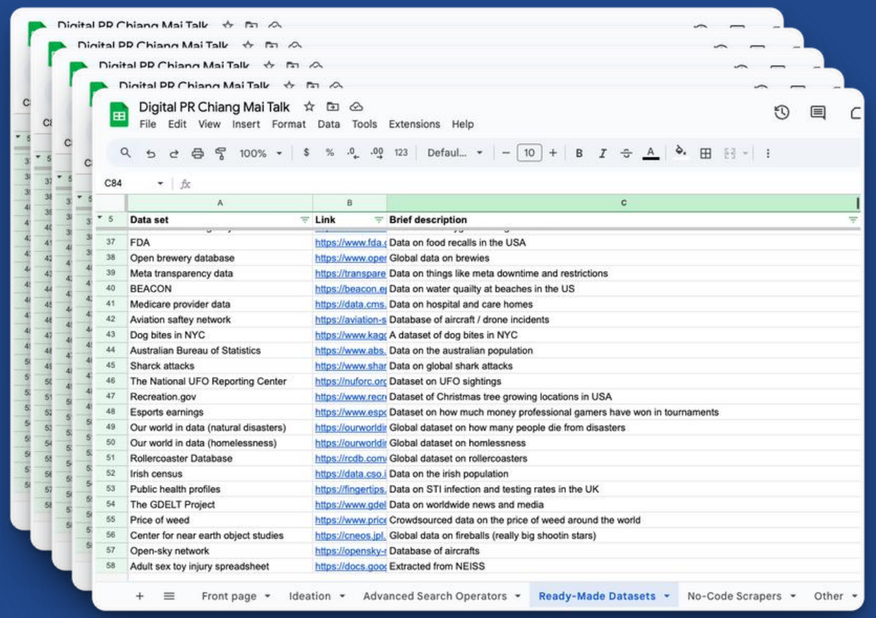
  "spokesperson name" **[Filter: last week]**

- Check for coverage **EVERY DAY**

- Chase up unlinked mentions **ASAP**

That’s a wrap



Twitter (X)

@sacha_vyzz

LinkedIn

Sacha Fournier

Reddit

r/DigitalPR

Website

journofinder.com