



Introducing FOIs

**Unlock exclusive stories that
journalists can't ignore and
competitors can't replicate**

Our FOI-led Digital PR strategies transform public records into headline-worthy content, earning authoritative links, growing visibility, and strengthening your brand's online authority.



— FOI Services

Enhance your organic visibility and brand credibility with our **pioneering FOI services**

Housing crisis 'robbing children's childhoods'



| Oxford is fifth in the ranking of UK councils with the longest waiting times for social housing

The data on waiting times was gathered from a Freedom of Information request sent to 387 UK councils **by the Alan Boswell Group**, unoccupied house insurance experts.

“

“We specialise in turning public data into exclusive stories that drive high-authority backlinks and elevate your brand’s credibility.

These campaigns position you as a reliable source of original insights that no one else can offer.”

Courtney Cole

FOI Specialist



— FOI Services

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Once collected, FOI datasets can be refreshed and updated year after year. They can also be repurposed across other campaigns, or used as evergreen assets, whether onsite or from an outreach perspective.

A single request can therefore power a multi-month campaign, with consistent messaging backed by robust, official data.

FOI campaigns will:

1. Establish you as an industry thought leader
2. Land you more high-quality media coverage
3. Maximise campaign ROI with reusable content



Paul Lapham
Senior Data Insights Manager

— FOI Services

What can you expect from our **FOI service**

FOI Team



We have one of the first dedicated FOI specialist teams in the industry – a powerhouse of experts who understand the nuances of FOI law, from exemptions to appeals.

We've redefined FOI campaigns – combining legal expertise, editorial strategy, and smart automation to deliver faster, more impactful results.

FOI Strategy



Our team works closely with brands to identify topics that align with their goals and have real potential to drive visibility.

We then map the most relevant government bodies and data sources, craft precise FOI requests, and manage the entire process – from submission to follow-up and appeal, ensuring maximum impact with minimal delays.

FOI Engineering



Our proprietary database covers hundreds of global public bodies, giving us unmatched speed, access, and insight into who to contact and what data they hold.

By refining every step of the process, we eliminate roadblocks, reduce delays, and secure the data that drives stories – and results.

Our team track response trends over time, allowing us to anticipate bottlenecks and adjust our approach proactively.

FOI Automation



We don't just submit FOI requests, we engineer them with precision to maximise success rates.

Our requests are tailored to pre-empt refusals, unlock meaningful data, and align with the timelines and quirks of each public body.

With automation built in, we manage submissions, follow-ups, and appeals at scale – so your campaign never stalls.

— FOI Services

What this looks like **in action**

The brief: Originally Alan Boswell came to Reboot for help in growing the SEO visibility of the site and driving enhanced organic visibility across their key products. Following the success of our digital PR efforts, our internal brief evolved as we looked to test how we could enhance the brand's visibility across the most popular LLMs.

What we did: To maximise LLM visibility, we selected our FOI Link Building service, knowing it would increase our chances of landing high-authority, trusted sources like the BBC.

These FOI-led campaigns allowed us to unearth exclusive data with strong editorial value and natural relevance to the client's core offering.

We paired this with strategic AiPR outreach, using commercially optimised anchors and our 'context wrapping' technique (surrounding brand mentions

with relevant keywords to align with target prompts).

By combining FOI exclusivity with context-rich coverage from major outlets, we gave LLMs the strongest possible signals to feature the brand in AI-generated responses.

Key results for



383%

Increase in ChatGPT referral traffic

62

Average DR of coverage

233%

Increase in key events generated via LLM referral traffic



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Client **testimonial**

“

“The efforts Reboot’s team are doing in securing high-quality links are fantastic and will give our domain a much-needed boost. In my eyes **the FOI campaign is the best campaign Reboot have produced** for us.”



Simon Taylor
Marketing Executive



— FOI Services

Our process for turning FOI responses **into links**

FOI Data Processing



We've developed automation tools that clean, structure, and analyse incoming FOI data quickly and accurately.

Our specialists apply a newsroom lens to every dataset, identifying unique angles, unexpected patterns, and press-worthy narratives.

FOI Monitoring



We actively track every FOI request in real time - logging progress, chasing delayed responses, and flagging issues early.

Our system is built to spot when bodies go quiet or dodge questions, so we can take swift action.

This ensures no opportunity slips through the cracks, and your campaign keeps moving.

FOI PR



Once the data lands, our Digital PR team steps in - developing sharp, targeted stories tailored to national, regional, and niche audiences.

We explore multiple angles, backed by visuals and expert commentary to boost credibility and pick-up.

Every story is crafted with a PR-first mindset: fast, flexible, and press-ready.

FOI Outreach

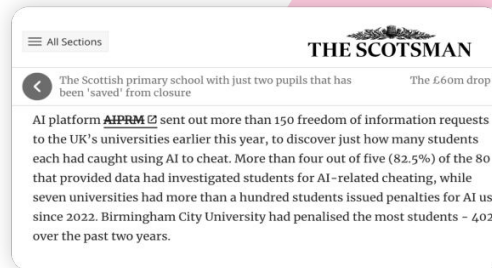


Our Digital PR team then pitches tailored narratives to trusted journalist contacts, backed by exclusives, assets, and expert spokespeople.

From headlines in top-tier nationals to links in niche publications, we turn data into coverage that builds authority and drives results.

— FOI Services

Our dedicated FOI team make your business visible across the **largest publications**



— FOI Services

You'll get exposure in highly relevant publications to **reach your audience** and **boost organic traffic**

property118.com SHARING BEST PRACTICE FOR UK LANDLORDS & PRS

Some social housing tenants face a 26 years wait for a home

by Property118.com News Team

0:03 AM, 11th February 2025, About 5 months ago

For Property Insurer
Alan Boswell

Home > Sectors > Education

DIGIT NEWS

Hundreds of Scottish University Students Caught Using AI

Tom Quinn

05 August 2024, 05:31pm

For Artificial Intelligence
Tool **AIPRM**

School absence fines 'rise by a fifth'

tes magazine

Nearly all county councils issued more penalty notices for pupils' unauthorised absence last year, research finds

For Training Provider
The Knowledge Academy

EiBI

Home About Media Info News Features Articles Newsletter Events Direct

Counting the cost to councils to light up Christmas

Energy in Buildings & Industry

Research shows councils are lighting up their high streets and landmarks for Christmas, but the energy can reveal some huge disparities in council spending

For Energy Comparison
Platform **Confused.com**

Get in touch

✉ hello@rebootonline.com

☎ 0203 397 1948

We would love to have a chat to discover if we're **the right agency** for you and your business goals.



Sean Guy
Growth Director

Awards



Find out more



Our experiments



Our culture



Our case studies