



# CASE STUDY

## NCR SMALL BUSINESS: SMALL BUSINESS, BIG BUZZ

After 130 years in business, everyone knows NCR as a provider of point-of-sale (POS) technology used primarily in retail and hospitality. When it comes to the company's **NCR Silver** product, however, it's a different story.

This mobile POS solution allows businesses to ring up sales and manage back-office functions like inventory management and email marketing. NCR Silver is designed specifically for small to medium-sized businesses, allowing NCR to serve everything from a large restaurant franchise to an individual food truck.

The challenge for NCR Small Business was to generate media buzz in a highly competitive field, establish thought leadership, and build market share. They turned to Arketi Group to help generate awareness in a crowded market and draw more prospects into the funnel.

### HOW WE DID IT

Arketi started by conducting an in-depth analysis of competitors in the increasingly popular mobile POS space. Then we held interviews with small business owners to get a clear understanding of how they make buying decisions. This persona research was critical in developing messaging and pitches that would resonate with potential buyers and the media.

In parallel, we researched national, local and trade media outlets and reporters covering the small business market. We wanted to position NCR Small Business as a thought leader – not just a



Doubled media coverage year-on-year



Media impressions secured



Positioned executives as thought leaders

technology provider – so we looked for topics and trends affecting our small business targets, including food trucks and franchises.

**EXPERT ROUNDUP** The Arketi team also reached out to SMB influencers to pose a series of questions. Their responses became the basis for an “expert roundup” blog series. The influencers posted their responses on their own blogs too, with links back to the NCR Silver site to boost SEO and drive traffic.

With all this research in hand, the Arketi team built a strategic PR plan that took a themed approach to media outreach, press release development and bylined articles.

**MEDIA PITCHING** We brainstormed numerous topics for media pitches – from modernizing small businesses to the importance of technology to food trucks and restaurant franchises. Knowing that many reporters receive hundreds of pitches a day, we worked to craft concise, newsworthy pitches that would break through the noise.

### **THE RESULTS WE ACHIEVED**

This year-long campaign more than doubled NCR Silver’s media coverage compared to the prior 12 months, with more than 70 pieces of positive media coverage and bylines in small business and trade publications like **Fox Small Business, STORES, ZD Net, Forbes** and **TechCrunch**. It also:

- Secured 4,476,336 media impressions, a cost per thousand contacts (CPM) of \$10.67
- Positioned NCR Silver’s executives as thought leaders in publications like **The Atlanta-Journal Constitution** and **Yahoo! Small Business**.



“I have to hand it to the Arketi team. You consistently generate momentum for NCR Small Business. Let’s keep up the pace and drive even more business!”

**CHRIS POELMA**  
**PRESIDENT – NCR SMALL BUSINESS**

**RECOGNITION** In addition to these business results, this campaign also won several industry awards:

- Technology Association of Georgia Marketing Awards – Best Integrated Marketing of the Year
- Public Relations Society of America Phoenix Award
- MarCom Platinum Award for Media Relations/Publicity/Publicity Campaign
- B2B Marketer Awards Finalist