



CASE STUDY

PMG: BECOMING A THOUGHT LEADER

PMG – a provider of business process automation software – teamed up with Arketi Group to brainstorm PR strategies that would help them capture more industry mindshare and media attention.

The team quickly settled on the idea of a thought leadership campaign using original content based on a survey. This would focus on a major concern of PMG’s target audience, IT professionals: the proliferation of cloud solutions and services making their way into the enterprise without IT knowledge, approval or control.

HOW WE DID IT

We started by formulating a research premise that laid out the program mission, key questions the survey would address, target audience, and research approach. Then, using Arketi’s well-established survey campaign methodology, we undertook a literature review to see what research had already been conducted on the issue. Carefully evaluating the tone and frequency of “cloud” discussions in the IT community, we identified “cloud sprawl” as a hot topic that could be leveraged from a news angle.

SURVEY From here, we constructed a 36-question survey instrument and fielded it to several thousand corporate IT professionals. Within a few days, a statistically significant number of responses was received, and analysis of the results could begin.

While the survey findings were being evaluated, the Arketi PR team identified target media and pre-pitched the survey results, successfully garnering early interest from major publications such as **Baseline, Forbes** and **InfoWorld**.



Media impressions secured



Positioned the company as a thought leader



Content still being used for webinars and online marketing

We wrote a news release to announce the survey findings, and our design studio created a “FastFacts” report that visualized the results in a colorful and easy-to-digest format. Once the news was released, aggressive media outreach and follow-up continued over several weeks.

The survey positioned PMG as the authority in the discussion around the importance of controlling cloud sprawl within the enterprise. It also provided an opportunity to explain how PMG’s service catalog technology can be extended beyond the IT department to tackle business issues.

THE RESULTS WE ACHIEVED

The campaign generated tremendous media coverage, positioning PMG as an expert on a topic that is top-of-mind with many enterprise IT professionals. The research secured 1.4 million media impressions with media stories across a “who’s who” of the tech media including **Baseline, CIO, FierceCIO, Finance Tech News, Forbes, InfoWorld, IT Business Edge, Network World** and **TechRepublic**. The media relations delivered a cost-per-contact of \$.0003.

The report was also picked up by more than 70 blogs and websites. Email marketing campaigns and social media efforts drove hundreds of downloads of the survey report.



“This campaign created a unique piece of PMG-owned content with a value that extends far beyond its use with the media – this is opening up doors for us with influencers and prospects.”

MELINDA CHAMPAGNE
DIRECTOR OF MARKETING – PMG

In fact, the survey campaign keeps on generating value. PMG has been able to use the findings as content for several webinars and speaking engagements. They also distribute a printed version of the report at tradeshows and in early-stage sales meetings with potential customers.

RECOGNITION Besides its business value to PMG, this campaign won industry recognition with two Phoenix awards from the Public Relations Society of America, for Research/Evaluation and for Trade/Business News.