



# CASE STUDY THOUGHT LEADER ON CLOUD SPRAWL

## INDUSTRY

Business process automation and enterprise software

## CHALLENGE

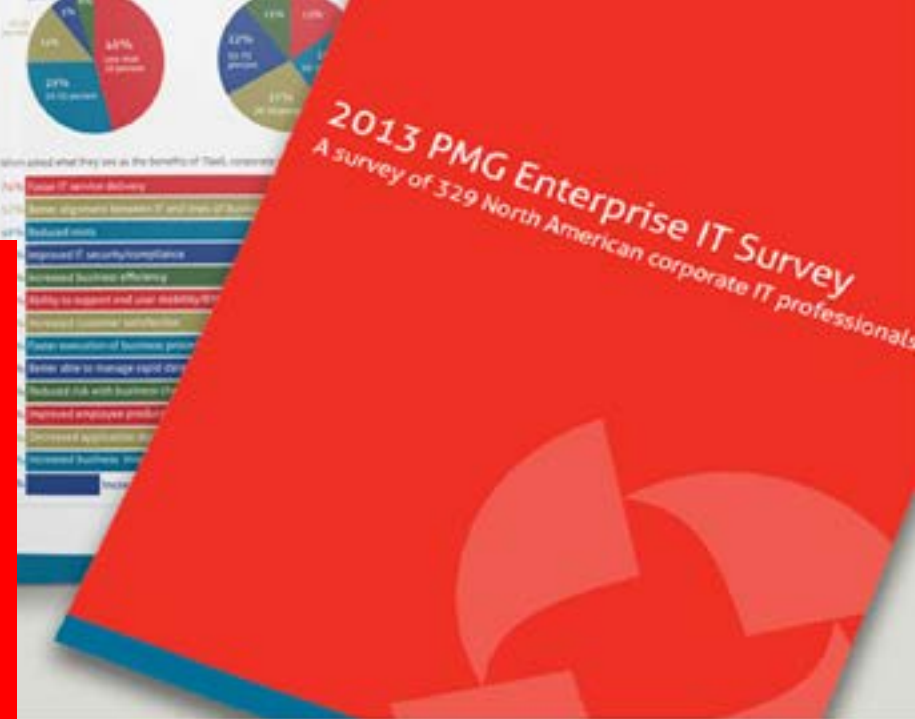
Find a unique thought leadership angle to establish PMG as an expert in cloud software proliferation

## SOLUTION

Conduct survey research to better understand how IT professionals perceive cloud-based technologies and use those results to drive industry engagement and interest from IT-focused publications and influencers

## EXPERTISE

Survey development | Thought leadership | Media relations



PMG, a provider of business process automation software, was on the hunt for a new strategy to capture more industry mind-share. Specifically, it wanted to lead the discussion on one of IT's hottest topics: managing the migration to the cloud, and all the operational challenges extending from that transition. But it also wanted to approach the conversation from a creative angle.

Arketi and PMG worked together to brainstorm multiple approaches, but ultimately we settled on an idea that could give reporters info they couldn't get anywhere else: a thought-leadership survey campaign that would gather data directly from IT professionals.

## MEASURING WHAT MATTERS



**1.4M**  
media impressions



**\$.0003**  
cost per media contact



**250+**  
survey report downloads

## LAYING THE GROUNDWORK

Arketi started with the development of a research premise. The document laid out the fundamentals of the program including the mission, key questions the project looked to address, target audience, research approach, theme and possible questions.

Using our survey campaign methodology, Arketi performed a literature review to see what research had already been conducted on the survey topic: how cloud applications and services are making their way into the enterprise with and without IT approval. We carefully evaluated the tone and frequency of “cloud” discussions in the IT community and identified “cloud sprawl” as a growing trend that could be leveraged.

## HOW WE GOT IT DONE

With this knowledge, a 36-question survey instrument was constructed and fielded to thousands of corporate IT professionals.

Within a few days, a statistically significant number of responses were received, and analysis of the results could begin. As the findings emerged, the Arketi team identified target media and pre-pitched the survey results, successfully garnering early interest in the survey from major publications such as *Baseline*, *Forbes* and *InfoWorld*.

We developed a survey findings news release, along with a FastFacts report that visualized the key results in a colorful and easy-to-digest format.

In addition to a healthy dose of tenacity on the media relations front, PMG put its marketing automation savvy into action to support the campaign.

The survey positioned PMG as the authority to discuss the importance of controlling cloud sprawl within the enterprise, and provided an opportunity to explain how its service catalog technology can be extended beyond the IT department to tackle business issues.

## THE BOTTOM LINE

The campaign generated tremendous media coverage, positioning PMG as an expert on a topic that is top-of-mind with many enterprise IT professionals today.

The research secured 1,380,966 media impressions and eight positive key 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 release also earned coverage on more than 70 blogs and websites.



This Big Idea of a survey campaign, as executed by Arketi, was backed up by a solid methodology that left no stone unturned and gave us a solid strategy extending far beyond its media relations value alone. This PMG-owned content is opening doors for us with influencers and prospects, because it has truly positioned us as a thought leader for enterprise IT professionals.

**Melinda Champagne**  
Director of Marketing for PMG

Email marketing campaigns and social media efforts drove nearly 300 downloads of the survey report. Its results are also used as content for webinars and speaking engagements. Additionally, PMG distributes a printed version of the report at tradeshows and during the early stages of the buying process.