

“The best thing about Insight is that they just do it. For me it’s great, my time overheads for PR are minimal but I get interviews, articles, feature inclusions and coverage to ensure that Integralis is always in the press. That’s what I want and that’s what I get.”



Steve Roberts
Marketing Manager
Integralis UK

CLIENT CASE STUDY

Integralis

A step change in coverage quality

Before we started working with Integralis, the only communications going out to the press were quarterly financial statements, and if a journalist happened to approach them for a comment, they would respond. In other words, there was no plan. Our first job was to put a plan in place:

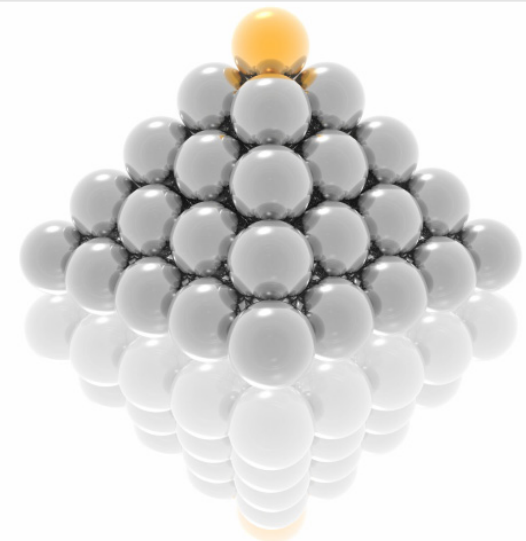
Objectives

- We identified key spokespeople within the company, allocated knowledge areas to them, and trained them on dealing with the press.
- Communicate operational and financial benefits of using Integralis solutions to the press.
- Use case studies and expert comments to position Integralis and spokespeople as knowledgeable experts.

Results

- Increased volume of press coverage.
- Increased revenue and profitability.
- Journalists actively seeking involvement from Integralis in their feature articles.
- Company has an out-facing character.
- Press cuttings now increased from small snippets about financial results to multi-page articles and interviews in top-tier target publications.

If you’d like to improve your company’s PR and want to work with an agency that gets results, call Mark Robson on 0845 643 6181 or email him at markr@insightgroup.co.uk.



CLIENT CASE STUDY

Integralis

A step change in coverage quality

As a first step, before we even started implementing any communications plan for Integralis, we audited the IT security press and analyst community to find out what opinions they held about Integralis and the market in general.

This media audit showed that the press no longer wanted to hear about new products and services - they wanted to hear which end user customers were gaining operational and/or financial benefits from working with Integralis.

Armed with this information, we worked with Integralis to develop the main messages we believed they should communicate to the market. Once these were agreed, we began to implement the plan. The core focus of our campaign was case studies, underpinned by expert comments from company spokespeople, to support why customers were buying IT security from Integralis. The messages were no longer just about being a systems integrator, they were about being knowledgeable experts.

As part of the campaign, we regularly reviewed industry news so that we could develop comments for Integralis to make on daily happenings, either via blogs, Twitter, or short soundbyte comments to identified press targets. This meant that journalists began to see that Integralis could be relied upon to make interesting and relevant topical comments. In this way, strong relationships were formed with journalists.

We created a buddy program to link Integralis staff with key

journalists and analysts to give them an inside track on Integralis' strategy and developments.

There are now a strong group of key journalists who regularly want to hear what is going on with Integralis and what they think about topical market issues.

All of this work has resulted in repeated coverage in the major journals read by Integralis' customers and prospective customers and has contributed in a recognised way to the year-on-year increase in turnover and profits that Integralis has enjoyed over the past four years.

We can help you get results like this -- contact us now to find out how.

For more information on how Insight can help you, please contact us.

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