



ADVERTISING CASE STUDY



**brainfood**

Converging business strategy, creative thinking, and new technology

## **PR DYNAMIC MESSAGING CASE STUDY DYNAMIC, AUTOMATED AND EFFICIENT DATABASE**



**fabcom**  
integrated strategic marketing



## READY. SET. GO

### Situation

After repositioning, this education institution was in need of a Public Relations initiative to help establish the University brand and market position to third party influencers. Harnessed properly, public and media relations initiatives can be instrumental in developing the third party validation which is the key to assuming the mantle of a "prestigious institution." The University also had outdated database resources and understaffed internal capability which prevented them from building and maintaining key relationships with diverse industry specialty experts on a national level.

These efforts were designed to maximize and extend our marketing budget by providing additional low-cost exposures in the market. Additionally, public relations back-fed our other marketing initiatives with constant exposure, building to a "critical mass" of awareness of the "new" University. In the past, the client had limited funds and minimal PR initiatives. It was time to reach out to the local and national community to let the world know who this University is.



## Goals/Objectives

- Position University at the leading edge in providing a superior-quality, classic college education to a selective group of students with a technology focus.
- Position University as an authority in the areas of education and technology that media contacts can rely on for newsworthy material and assistance in understanding complex issues within those areas
- Define and prioritize target audiences for media relations tactics.
- Establish specific media relations goals for each of our target audiences in order to increase University's reputation and name/brand recognition among each.
- Develop and communicate effective alumni involvement, testimonial, endorsement and sponsorship programs.
- Develop and communicate effective industry involvement, testimonial, endorsement and sponsorship programs.
- Create the foundation for ongoing public and media relations initiatives that provide the University definable ROI.
- Develop and communicate an image for the University which influences choice by qualified potential students.
- Create compelling, significant follow-up events at 30, 60, 90 and 120 days after the Launch event that attract widespread positive attention to maximize top of mind awareness for the University with media outlets and their publics.
- Integrate and create synergy within marketing initiative across all "circle of influence" touch points.
- Maintain fluid database of industry experts to send ongoing communications while also allowing each person within database to update their contact information should any information change.





## Strategy and Tactics

FabCom developed a one-to-one interactive plan to reach all key segmentations via targeted, granular media outlets per area of educational competency. We utilized one-to-one variable database messaging, integrated cross platform multichannel and trigger marketing solution to allow members of the media to deliver a story applicable to their industry and specialty area of publishing. A challenge when executing a PR plan is not everyone wants to write about everything – the one-to-one variable messaging made this challenge negligible with the interactive HTML press releases and personalized URLs (PURLs) that had industry specific content.

Our target audience media outlets include all mainstream local and national – print, broadcast and online as well as all technology related media, education related and young adult oriented media with particular focus in technology.

The first step was building a viable and potent database list. We utilized technology at our agency to filter in new media on the basis of self selection and automated permission-based content dissemination with viable content specifically target to each editors' desires.



FabCom simultaneously developed additional contacts divided into national target audiences:

- HS Students
- Parents
- Employers
- Centers of Influence (COI)
- Teachers/Counselors
- Alumni
- Active UNIVERSITY Students
- Media
- Education Committees

The distribution list is maintained and updated on a constant basis as new relationships are formed with national audiences. The database is automatically maintained through our variable one-to-one marketing methodology with the 'Update your information' and 'What do you need' tactics that are linked to each touch. Our database resources allowed users to self correct their contact information, criteria which allows the client to always have accurate information with those we are building and maintaining relationships with.

An Introduction Card was sent out to our entire distribution list that invited our addressees to take advantage of our industry happenings and news as the leader in technology education. This is a variable data direct messaging campaign that spoke directly to our audience members.

It included their name and a personal URL (PURL) that took them to 'Nuggets for the Press' which allowed them to provide further interest in the University and confirm their contact information. They were given the opportunity to request specific filters of stories on topics such as Game Programming or Network Security. FabCom simultaneously developed additional contacts divided into national target audiences:



With automated messaging to the desktops and PDAs of the editors and personalized phone touches, FabCom sent on behalf of the University a media kit that included the personalized one-to-one messaging. Inserted into a 9x12 envelope with a clear window that noted personal message on the front – 'Advancing Technology for <Mark Weber> and interested <Game Designers>'. The name and interest were variable and provided to those who expressed interest X and were an audience of X. For example, Mark's interest was <Gaming> news and he was input in our database list as <Game Design> audience, meaning he is likely an editor of a Game Design Magazine.

Inserted into this envelope was a media kit/backgrounder that provided a personalized letter in a front pocket which reemphasized the PURL. A small University business card side fold out that noted the University's Mission, Vision, Value and Goals was inserted into a cut-out on the folder. The University is positioned as the 'Best kept secret – revealed' and the kit provided a synopsis on all programs and education opportunities. The kit also encouraged readers to log onto [uat.edu/press](http://uat.edu/press) for more news releases.



FabCom then developed a mechanism for a weekly press release plan to notify the media/public of events and happenings at the University. For example, if something newsworthy happened in the Network Security area a release was produced and disseminated to the Network Security audience exclusively. This provided our readers the ability to receive an industry release that already hit the spot. As noted above, not all editors are eager to write about just anything in technology. This is why our automated segmentations and one-to-one messaging created a 921% better response than previous efforts investing in the same dollars.

Once opted into the PURL and submitting confirmed contact information for specific niche interest in University programs and news, a follow up HTML blast was sent for confirmation.

By utilizing our multiple channels, multiple messages and targeted segmentations, we created a successful, low cost Public Relations initiative in a challenging economy. It took a team of passionate people and full contact support available at all times.

## Results

The University PR program initiated several media relationships throughout the U.S. and received a 921% increase of inquiries to the University. The University database was maintained at 4,000 contacts related specific to the technology and education industries. The strategic real-time technology used for this initiative proved to be a success for our client and provide them awareness throughout the nation.

**Below are some of the relationships developed and articles published via our PR program:**

Arizona Business Gazette	ABC 5 – Des Moines, IA	RCR Wirelss News
Yahoo Finance	WATE – Knoxville, East TN	RBC Dain Raushcer
Arizona Republic	WPRI – Providence, RI	Environment News
College Times	WIS – Columbia, SC	Bolsamania – Seccion
The Earth Times	CBS 4QC – South Florida	Internacional
California News Blaze	WFIE – TriState area	Examiner – National
Sys-Con Media	KPLC – Lake Charles, LA	Downloads Portal
Yahoo Finance (US, UK, Ireland)	WTKR – Hampton Roads, NC	Bizjournals
Forbes.com	WAFF – Alabama	TecTrends
Phoenix Examiner	AOL Money News	National Hispanic
FINDitt News	Wireless Business	Corporate Council – News
Ad Hoc News	Technology	Los Angeles Times
ChroniCom	AZ Central.com	Examiner – Newark, New Jersey
WCNC – Charlotte, NC	Interest Alert	EV Living.com –
KLFY – Louisiana	BetaNews	Guide to East Valley
WQAD – Davenport- Bettenford-Rock Island- Moline	XML Journal	AEA – Advancing the Business
Whotv.com – Des Moines, IA	SOA World Magazine	of Technology
WTNZ – Knoxville, TN	Symbian Developers' Journal	Breitbart.com
KAIT – Jonesboro, AR	WebSphere Journal	PR Newswire SEO
KFSM – Arkansas	Flex Developer's Journal	Dallas Morning News
WAFB – Baton Rouge, LA	Silverlight Developer's Journal	Houston Chronicle
WIBV – Buffalo, Niagara Falls and all of Western NY	Web 2.0 Journal	Arizona Republic Print
	Miami Today News	Phoenix Business Journal Print





## About the Author

Brian Fabiano is the CEO and founder of FabCom, a full-service strategic integrated marketing and advertising agency with offices in Scottsdale/Phoenix, Los Angeles, Seattle and O'ahu. He is a nationally recognized innovator, advertising and marketing industry leader, author and speaker, whose insights in dynamic **cross-channel cross-media messaging, business intelligence, strategic planning, positioning, brand mapping, and segmentation/database marketing** are sought by corporations and trade associations alike.

He is now working on his second book on the convergence of technology and marketing strategy, after the resounding success of his first book, *Neuromarketology: How to Develop, Implement and Manage Dynamic, Real-Time, Cross-Channel Marketing Campaigns that Generate Astonishing ROI*. This is the second book in the planned trilogy and will delve deeply into the connection between Neuromarketology™ and the contemporary convergence of artificial intelligence, dynamic messaging, and Distributed Customer Experiences™, driven by Blockchain technology.

***FabCom is a full-service strategic marketing, PR, and advertising firm***

***Principal:*** Brian Fabiano

***Employees:*** 38

***Local Area Billings:*** \$42.1 Million\*

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\*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.

