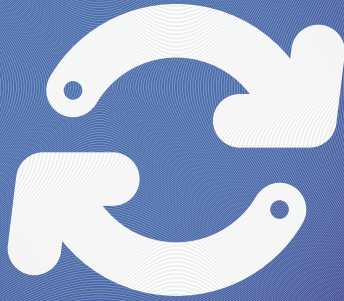


Get connected.



MessageMakerSM

The Irish poet and dramatist William Butler Yeats advised to “think like a wise man but communicate in the language of the people.” Similarly, many technology companies are challenged with how to explain complex, sophisticated solutions and services in ways that are understandable as well as compelling to a multitude of audiences.

Carabiner’s MessageMaker program provides you with the corporate positioning and messaging that your business needs to engage key groups including media and analysts, investors, partners and prospective customers.

STEP 1

Kick-off Meeting

Carabiner begins the program with an introductory kick-off meeting and interactive discussion covering your company’s offerings, objectives, marketing and business plans, and challenges.

STEP 2

Funnel Session

In a related, second “Funnel” session, Carabiner works with you to delve further into your market position and competitive differentiators. We also analyze competitors’ positioning and ask the “tough questions” that help us to crystallize your unique situation.

STEP 3

Messaging Framework

Carabiner provides a messaging framework document that illuminates our findings and makes positioning and communications recommendations. Top-level messages are delivered as the foundation for outreach materials such as marketing and press collateral, web sites and more.



With Carabiner’s MessageMaker program, you receive clarity in messaging and a strong value proposition that can help set your business apart in today’s crowded markets.

MessageMakerSM Successes

Carabiner team members have worked with hundreds of companies to help them solidify and refine their messages for a broad range of technical, business and consumer audiences. Communications geared toward specific industries and decision-makers are core to what we do.



Digital Resolve, a leading provider of online authentication and fraud detection solutions, wanted to update its messaging in order to better define its solutions and more clearly differentiate itself to prospects.

The company's technology at the time was primarily used to prevent online bank fraud and provide protection against phishing.

One of the first obstacles Carabiner identified was the product's existing tagline, "The First Line of Defense." The tagline was too ambiguous and Carabiner team members thought it could be confused with network and firewall security, given its linear orientation. One theme that emerged during the session was "fraud protection from log-in to log-out." From this idea, Carabiner recommended a new product tagline, "360° Protection," to convey a stronger, layered level of protection. This new tagline was also used as a starting point for the creation of newer, more succinct messaging sets directed to target audiences.

Digital Resolve has used both the product tagline and Carabiner-created messages as the foundation for its web site, press and marketing materials.



The Power to See
Your BusinessSM

Wren, a leading maker of video surveillance solutions, needed to reposition its corporate value beyond just security. In particular, it wanted to highlight the use of its cameras in retail and educational environments for applications such as operational performance improvements, employee training and marketing. The initiative would require messaging that not only appealed to security professionals, but also C-level decision-makers in business operations.

Wren tapped Carabiner to assist it in a complete rebranding of its company and solutions. The initiative included a new logo and corporate identity package, a web site overhaul and expanded marketing collateral. Carabiner suggested the tagline, "The Power to See Your Business," as a cohesive starting point, and developed new messaging and copy under this banner to achieve Wren's goals.

About Carabiner Communications

Carabiner Communications specializes in marketing and public relations services for start-up and high-growth technology companies. Having provided technology PR and marketing services since the early 1980s, the agency has over 500 product launches under its belt, enabling its professionals to quickly hook into the core of your business without the learning curve of other agencies. The Carabiner team is comprised of PR and marketing veterans who have hands-on involvement with a broad range of technology companies, from software and Internet solutions providers to healthcare IT, biotech and medical device firms.



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