

Get connected.



# StoryTeller<sup>SM</sup>

*Disseminating news on a consistent basis is an important proactive element of any public relations program. But what do companies do in the lull between “hard news” announcements such as major new product launches, product updates or industry partnerships?*

Carabiner’s StoryTeller campaign is designed to augment hard news like technology announcements with a regular flow of interesting story ideas to keep your PR momentum going. In addition to the benefit of editorial coverage, this consistent flow of stories keeps your company top of mind with key influencers and ensures them that you are alive and active in your market segment.

## STEP 1

### Planning Session

The campaign begins with a planning session in which we work with you to brainstorm additional story ideas and develop a story creation and dissemination schedule. Many of our ideas will leverage industry trends and hot topics to help generate coverage and position you as a thought leader.

## STEP 2

### Story Creation

Carabiner develops all story drafts and supporting media pitches based on the predetermined dissemination schedule.

## STEP 3

### Media Contact & Dissemination

Personalized contact with editors and analysts covering your market segment occurs as a core part of story dissemination. Stories are also placed on the newswire.



Contrary to the old adage, no news isn’t good news. In fact, a void in coverage for too long can undo any positive press you may have achieved. Carabiner’s StoryTeller campaign builds resonance and familiarity through the creation of ongoing news for your company.

# StoryTeller<sup>SM</sup> Case Study:

**SITUATION** PointClear is a prospect development firm that performs outsourced lead generation and sales opportunity management to help companies improve their revenue performance. It wanted to build awareness among prospective clients while also differentiating itself from traditional, lower value appointment-setting firms.

In lieu of hard news, PointClear turned to Carabiner for creative story development and placement.

**STRATEGY** Created a regular schedule of informative news announcements, issued every four to six weeks, that positioned PointClear in a consultative role to companies as a must-have partner for lead qualification and nurturing. Stories educated the market on the importance of quality over quantity as it relates to lead generation services.

- TACTICS**
- Generated ideas for story topics, aligning them with PointClear internal marketing efforts such as white papers and webinar events.
  - Developed content and optimized it for search engines.
  - Pitched stories as topical ideas for larger editorial content, such as features or bylined articles. Coordinated interviews and wrote bylined stories as needed.
  - Disseminated stories on wire services and provided supporting media contact.

*A key part of the campaign involved identifying and leveraging creative themes that could gain attention for PointClear and position it as an authority. Examples include Lead Farming™ to Grow Sales, Multiple Touches for Multiple Profits, The Fallacy of Appointment Setting, and Closing the Sales and Marketing Gap.*

**RESULT HIGHLIGHTS**

- Releases were used to pitch bylined articles on the same topics, resulting in placements in such top industry publications as Sales & Marketing Magazine, Marketing News, DemandGen, CRM Magazine, DM News, Training Magazine, Line56 and MultiChannel Merchant.
- Increased profile due to placements led to speaking engagements for company president.
- Timely pitching of trend-focused stories continues to deliver steady coverage.

## 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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