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# ThoughtShaper<sup>SM</sup>

*Authored materials such as bylined articles, op/ed pieces and educational white papers help to establish thought leadership and credibility in chosen markets. On a similar level, customer case studies that showcase how a product or service is being used in real-world scenarios make extremely compelling media stories and sales references.*

Carabiner's ThoughtShaper services help you to begin making impressions of your own, influencing prospects and partners with professionally developed content.

## **Bylined Articles**

Carabiner identifies placement opportunities in publications read by your prospects and pitches your story ideas. We then ghostwrite the article using your knowledge. Published bylines are attributed to a member of your executive team, giving your company visibility and highlighting expertise on a particular issue.

## **White Papers**

Carabiner writes content for white papers and technology primers that educate on a topic or industry position. These materials are beneficial as sales collateral and can also be posted online or placed in appropriate trade magazines and business journals.

## **Customer Case Studies**

Carabiner interviews your customer and writes a case study detailing their situation and challenges, as well as how your company's solution helped them to achieve improvements within their business. Beyond their usefulness as sales collateral, these success stories can also be pitched to reporters for coverage.



You and your company's subject matter experts have a wealth of knowledge to share. Let Carabiner help you put your knowledge into words and reach your target audience in the most effective manner.

# ThoughtShaper<sup>SM</sup> Case Study: ThePort

**SITUATION** ThePort is a provider of private-label social media solutions that help people to connect and engage online. The company needed to build awareness for itself while also educating the market on social media, which at the time was a relatively new concept. In fact, customer implementations were all early stage.

ThePort turned to Carabiner to execute an education campaign that could position it as an authority on an important new online communications trend.

**STRATEGY** Educated media and analysts on social media, offering ThePort as an expert resource. Initially, Carabiner focused on the markets in which ThePort was receiving the most sales traction—including news media publishers, non-profit organizations and professional associations.

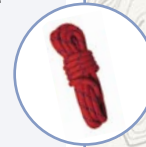
As customer implementations matured, Carabiner also began integrating client success stories into its media outreach activities.

- TACTICS**
- Developed and pitched a series of social media story ideas to influential editors covering targeted markets.
  - Coordinated educational briefings with media and analysts.
  - Provided ghostwriting services for accepted bylined articles on social media topics.
  - Wrote white papers geared toward targeted audiences—newspaper publishers and non-profit associations. These papers were used at trade shows and as sales collateral.

- RESULT HIGHLIGHTS**
- Secured briefings with top industry analyst firms Forrester Research, Gartner Research, Jupiter Research and Guidewire Research.
  - Bylined articles appeared in top publications, including Newspaper Marketing Magazine, Chief Marketer, Association Publishing, TechNewsWorld, Marketing News, DemandGen, iMedia Connection and CustomerThink.
  - ThePort executives are viewed by analysts and editors as subject matter experts on social media and social networking topics.

## 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.*



770.923.8332  
info@carabinerpr.com  
www.carabinerpr.com