

Get connected.



PulseTakerSM

Surveys offer a structured way to poll an audience on their thoughts and viewpoints regarding current issues. Survey results can be used to validate corporate strategic directions or rally support around a cause. Importantly, media are usually very receptive to reporting on survey findings and statistics.

Carabiner's PulseTaker program takes the work out of planning and executing professional surveys that can be used as foundational elements of larger PR campaigns. Using web tools, email and other available technologies, we make it possible to conduct opinion surveys and present findings to reporters in a compelling way to drive media coverage.

STEP 1

Survey Planning & Creation

Carabiner begins with a planning session in which we help you to define survey objectives and identify target audiences. We also develop actual survey questions and delivery format, and recommend response incentives.

STEP 2

Survey Execution

Carabiner manages the entire survey dissemination process from beginning to end. We distribute surveys to targeted participants via email or other chosen outreach methods, and test different incentives with partial lists as needed.

STEP 3

Optimize Survey Results

Once surveys are completed, Carabiner analyzes results, develops supporting presentation materials, and contacts media and analysts to garner exposure for findings. From press releases to educational white papers, we leverage ways to get the most mileage for your survey project.



Carabiner's PulseTaker program injects you directly into the heart of topical discussions by making your company the gatherer and purveyor of insights and information, in no time flat.

PulseTakerSM Case Study:

wren
SOLUTIONS

SITUATION Wren, a leading provider of video surveillance solutions, primarily served the retail industry's needs for security and loss prevention. It wanted to tackle education as a new market where standards for video surveillance were not yet established.

Wren turned to Carabiner for strategy development and the launch of a campaign to support its initiative.

STRATEGY Built awareness in the education market for Wren by positioning it as an authority and expert resource. This was achieved by blanketing the market with an educational approach on how schools should be using video technology.

- TACTICS**
- Placed non-promotional, guest commentary-type articles in education trade magazines.
 - Provided media with Wren-specific success stories of schools using video surveillance to improve campus security.
 - Conducted survey-based research with schools on security issues and needs.

By developing and managing the survey without the use of a larger third-party, Carabiner was able to complete the survey within Wren's budget dedicated to the education market.

**RESULT
HIGHLIGHTS**

- Wren's research has been widely sought by media and analysts and shared in bylined articles, briefings and subject matter expert interviews.
- Top education and security publications covering Wren included Campus Safety, THE Journal, American School & University, eSchool News, Security Magazine, Security Director News, and District Administration.
- Wren received District Administration's Reader's Choice Top 100 K-12 Products of 2007-2008.

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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