

ANNUITAS CASE STUDY

Hot Off the Press: Qualified Leads Drive 7% Sales Increase for PR Newswire



THE CHALLENGE.

The PR industry has seen more changes in the last few years than it has over the five preceding decades combined. The emergence of the web, digital communications, social media and new mobile innovations continue to keep the industry in a state of flux.

Today, no company in the news business can afford to rest on its laurels. As the firm that pioneered the commercial news distribution concept, PR Newswire knew it couldn't rely on its traditional approach to marketing going forward. New competitors were entering the segment and competing on price, and PR Newswire's historical approach was product-oriented, largely reactive and didn't differentiate the company from its competitors. Although the company transmitted news over countless channels for dozens of businesses every day, PR Newswire lacked a proactive multi-channel program for its own marketing communications.

PR Newswire needed a solution that would not only allow it to promote—and keep—its leadership position in the industry, but also replace its fragmented approach with a strategic demand-generation program to drive new sales, more revenue, long-term customer loyalty, and build the sales team's confidence in the value of marketing. That's when ANNUITAS was brought on board.

“ANNUITAS helped us create a better buying experience for our customers, and to establish core metrics and reporting systems that allow to strategically manage the market's perception of our brand.”

Ken Wincko,
SVP, Marketing
PR Newswire

Engaged Leads
22%

Qualified Leads
7%

Closed Sales Increase:
7%



PR Newswire
United Business Media

ABOUT PR NEWSWIRE

Industry: News & Media
Revenue: \$278 million in 2014
Employees: Over 300

A subsidiary of UBM plc, PR Newswire provides a broad range of communications products and services to professionals in marketing, public relations, corporate communications and investor relations. In addition to distributing news and information, PR Newswire helps clients target audiences and monitors how effectively their messages are communicated.

THE SOLUTION.

ANNUITAS partnered with PR Newswire to launch a customer-centric demand-generation program. From the very beginning, the goal was to replace PR Newswire's tactical marketing approach with a strategically driven campaign to help turn more leads into sales and more buyers into long-term loyal customers.

After extensive research into PR Newswire's business and customer base, ANNUITAS created customer personas to identify their primary challenges, behaviors and pain points. The team then mapped specific content to match the buyer's journey and individual needs, depending on where a potential customer was in the buying cycle.

All content was classified into one of three areas, each of which is designed to achieve a specific goal in the sales pipeline—*engage, nurture or convert* potential customers into qualified leads. To promote ongoing dialogue and brand awareness among potential and current customers alike, PR Newswire also created a Knowledge Center to house the program's content on its website. By clicking the Knowledge Center button on the main menu of PR Newswire's home page, visitors can access articles, white papers, case studies and other materials that address—and answer—critical industry questions.

PR Newswire then leverages its inbound content marketing campaign with ongoing outbound communications that include emails, press releases, webinars, social sharing, marketing automation and other multi-channel methods. Its customer-focused demand-generation strategy establishes PR Newswire as a clear thought leader among marketers and a resource communicators can turn to time and again to keep abreast of new industry trends and issues.

THE RESULT.

Within five months of the program's launch, PR Newswire's engaged leads grew by 22%, and qualified leads saw a 7% increase. By supplying the sales forces with leads that were vetted and pre-qualified beforehand, the number of sales closed also increased by 7%.

The combined marketing and sales effort has accelerated and compressed PR Newswire's sales cycle by roughly 30 percent, and as management continues to optimize the program, additional gains are imminent. Most importantly, PR Newswire's demand-generation program has transformed marketing from a historical cost center into a net contributor of revenue—and profitable ROI—today.



HEADQUARTERS | 3399 Peachtree Road, NE | Suite 400 | Atlanta, GA 30326 | 404.751.5131 | info@annuitas.com
annuitas.com