

CASE STUDY

Build influencer relationships, creating content and achieving great publicity

PR CHALLENGE

Software Europe has built an amazing array of process automation cloud services – for managing staff expenses, contract management, M&A activities, workflow and employee case management. It's flagship product, Expenses Health, is in use by over 62% of the NHS. In 2014, the corporate communications team at Software Europe asked for our support to build their profile as they sought out partnerships and alliances to help take their business further, and help to improve their profile in the NHS to make sales and marketing activities more successful. Latterly, the campaign was expanded to help improve their profile in the commercial sectors where the team was keen to gain market share.

OUR APPROACH

Within 3-months, processes and procedures were in place to develop and approve content quickly. Direct contact was established and, relationships built between the Mantis team and Software Europe's management, technology and sales personnel, to ensure rapid story creation. The Mantis team was up and running and working hard to be a natural extension of the Software Europe team.

We encouraged the communications team away from creating stories and using news 'wire' services to 'distribute' content. We looked to build their relationships with the right journalists. We wanted to secure good quality press coverage that people would want to read, not low value replications of the same story.

All of our activities were focused on demonstrating Software Europe's:

- Proven products
- Cloud first proposition
- Demonstrable roadmap
- Clear market opportunity
- Loyal customer base

RESULTS

To support Software Europe's alliances and partnership aims, Mantis connected the team with industry watchers, TechMarketView, which led to a lunch meeting with the SME and public sector expert, Tola Sargeant. The initial connection and ongoing contact generated press coverage of Software Europe's activities to be read by many possible industry partners. Plus, Software Europe entered and, was ultimately a finalist in TechMarketView's 'Little British Battler' competition.

Mantis also supported a meeting between CEO Neil Everatt, Sales and Marketing Director, Deborah Saunby and Stephen Allott from the Government Digital Service – where they discussed Software Europe's successes as an SME. Mantis provided briefing information and joined the session.

To support Software Europe's healthcare ambitions, we secured 15 press articles either in specific healthcare titles or published in other trade media, whilst focusing on a healthcare opinion or customer references.

To support Software Europe's wider ambitions of gaining market share for its Expenses products in commercial sectors, we secured press coverage in every payroll title, multiple times in some cases.



COVERAGE HIGHLIGHTS:

- 5-page profile of Software Europe in Purely Global
- 4-page write up of a digital expenses survey in Pay & Benefits magazine
- Customer reference, Northumberland Council, referenced in the Times
- International Business Times covered Software Europe's UK-wide tour demonstrating expenses scams to beware

CAMPAIGN IN NUMBERS

- Secured 52 press articles between February 2014 and February 2015
- Press coverage volume nearly doubled every quarter of 2014 with 3 press articles secured Jan-Mar 2014, 5 Apr-June 2014, 13 July-Sept 2014 and 24 Oct-Dec 2014.
- Secured more coverage in the payroll media than any of its competitors during 2014
- Scheduled and hosted 15 media interviews
- Developed 9 press announcements, 4 case studies, 9 opinion articles

OUTCOMES

Adele Briggs, Director of Corporate Communications:
“It is always one of those difficult decisions when to engage with outside PR help, and previous experience using agencies for smaller one-off projects have never really shown their worth. I'd known Mantis for a while, and was waiting just for the right opportunity. From our first meeting I'd got a real sense of passion for their work and a drive for achievement, and they got what we do. And they are nice people. It's a simple and smooth process really. They've helped us build relationships we've struggled to do on our own, through to writing articles and achieving great publicity.”



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