

CASE STUDY

Creating a structured PR campaign for Global Data

BACKGROUND

In early 2016, Kable – now Global Data - the public sector technology analyst firm, asked Mantis to support its ongoing PR efforts. Up to that point, the Global Data team – lead by chief analyst Jessica Figueras – had managed its own profile and reputation working through a small group of influential media. Global Data had built enviable media relationships with Government Computing, the Financial Times, IT Pro, Diginomica, and Computer Business Review, which delivered a very steady flow of media coverage consumed by its prospects and clients.

However, that was the start and end. The campaign was largely centred around the time and resources of Jessica and lacked scale. The campaign was often reactive and based around the incoming enquiries from the media – this often led to Global Data ‘joining’ debates but not ‘leading’ debates. Plus, it wasn’t necessarily hitting the media which could reach the broader audiences that Global Data wanted to speak to going forward.

Jessica tasked our team with 4 objectives:

1. Build a better profile with a wider audience of individuals: sales individuals needing procurement intelligence and marketing individuals needing intelligence on long-term trends
2. Raise the company’s profile with large businesses but also, for the first time, SMBs
3. Increase the company’s profile with IT buyers across public sector, not just central government, such as local government, higher education, police & emergency services, and health

4. Lead the debate on public sector technology issues: data sharing, legacy IT, cloud, digital and procurement

OUR APPROACH

We didn’t want to see Global Data become a ‘rent-a-quote’ like some analyst and intelligence firms – responding to all and every media opportunity. To that end, we prioritised those comments, content and interview requests around specific issues only. Ideally, we wanted to lead the debate by creating and publishing our own content primarily.

We want to build a profile for Global Data as a business and each of the analysts representing different industry sectors; we want to try and limit the PR burden on Jessica.

Where content was needed, we aimed to re-purpose and place it multiple times outside of the initial opportunity to get maximum value.

We decided to be completely targeted on the audiences that Global Data wanted to reach – and the media they read. That meant taking Global Data outside of its core media stomping ground [i.e. FT, IT Pro, ComputerWorld, Computer Weekly, the Register, CBR and Diginomica]. We aimed to reach out to more SMB media, which wouldn’t normally interact with Global Data, i.e. Real Business, Management Today, Byte Start, Small Business, etc. We would focus more on the public sector media to help target more buy side contacts – e.g. Local Government Chronicle, Municipal Journal, Health Service Journal, etc. And, whenever there was a chance, we’d target the national media and broadcast.



RESULTS

- We worked with Global Data to publish 17 opinion pieces, enabling Global Data to lead more debates
- In some cases, we managed to secure press coverage for each of those articles 4-5 times
- We also secured comments from the Global Data team in 11 articles - to influence debates
- The Mantis team secured 47 press articles in total between November 15 and January 17 – significantly increasing Global Data's volume of press coverage
- For the first time, all members of the Global Data public sector technology team were responsible for generating and being featured in press coverage – not just Jessica.
- Press articles were published across national, local government, cloud, IT trade, channel, emergency services, police and education media – taking Global Data out to a much wider audience of IT buyers and suppliers
- Press coverage was secured covering Global Data's views on: digital, cyber security, the spending review, Brexit, autumn statement, cloud assurance, G-Cloud, Cloud 2.0; emergency commissioners, and police IT.

Jessica Figueras, chief analyst, Global Data: “Working with the Mantis team has been a joy. This is a group of professionals who know the public sector inside out, who are well connected, easy to work with, and whose advice on a wide range of business issues I value highly. I wouldn't hesitate to recommend Mantis to organisations of any size looking to build a profile in the public sector technology space.”

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