



WORLD COM
Public Relations Group

The local advantage. Worldwide.

PRAM Consulting / D-Link: Full Service cooperation

Challenge

Partners since 2003. PRAM Consulting is part of the D-Link team, where it acts as the marketing department, which allows the D-Link sales team to concentrate fully on commercial activities.

Strategy and Action

Regular press releases informing the media and the general public about the results and new products of D-Link. Reviews and tests of new products in dailies and specialty, lifestyle, and business media. Interviews and specialized articles. Regular personal meetings between the management, journalists, and analysts. Press conferences, and meetings with journalists and analysts. Public relations campaigns are accompanied by advertising campaigns in selected publications.

Results

Since the beginning of the partnership, an independent communication channel has been established between D-Link, distributors, and resellers using media focusing on the IT reseller channel. Thanks to this communication channel, distributors and resellers are able to obtain information on the latest news, current promotional campaigns, and training courses. Communication targeting specific segments relies on such instruments as press releases, interviews, articles, and newsletters.

