



TAKING A STARTUP FROM UNKNOWN TO FULL-BLOWN

Challenge

When Steve Jobs stepped onto a Cupertino stage in 2007 to announce the iPhone, some people heard a keynote. Our client, Mutual Mobile, heard a call to action. Seeing a nascent market for mobile application development services (now expected to grow to \$100 billion by 2015¹), the company's founders realized that if they didn't seize the moment, they might miss the opportunity of a lifetime. Despite having acquired some early high profile clients, there was still limited awareness of the company's offerings in the market. Recognizing that winning brands are built on what people are saying about you, not what you say about yourself, Mutual Mobile engaged PetersGroup to execute an aggressive public relations campaign focusing on media and industry analyst relations.

Strategy and Action

In order to significantly increase awareness and coverage for a company with limited name recognition and no explicit product offering, PetersGroup developed a strategic plan to position Mutual Mobile as industry thought leaders. By providing the media with a steady stream of newsworthy topic ideas supported by content and securing briefings with top industry and business publications, PetersGroup quickly established Mutual Mobile's credibility and built their reputation as a go-to resource in the mobile applications space. In addition to regular company and content pitching, PetersGroup conducted extensive media and analyst outreach surrounding Mutual Mobile's conference and tradeshow appearances. By leveraging social media to secure interview opportunities at the SXSW Interactive conference, Mutual Mobile was ranked the #1 company to meet and was featured in Austin's first "Startup Crawl" showcasing best local technology companies.

Results

By the end of the second quarter (2011) Mutual Mobile's media coverage increased by over 500%. A total of 45 placements were secured in Q2 alone. As of today, the company has been featured in The New York Times, VentureBeat, Forbes, Fast Company, The Wall Street Journal, CIO and Business Week. The increase in awareness not only brought in new business, but also accelerated the company's recruiting efforts. As a result of our engagement, Mutual Mobile is no longer a fledgling startup. With over 180 employees in offices across three continents, the company is now globally recognized as the #1 choice for custom, mobile business application development services.



¹ Research2guidance. (2011). The Market for Mobile Application Development Services (2010-2015)