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– Dennis M. O'Connor, Jr., President, Paradigm Communications

Challenge

Formed in spring 2005, Paradigm Communications sought a way to distinguish the firm and compete effectively with larger agencies in the highly competitive PR arena.

Solution

With Vocus' online software for public relations, Paradigm manages virtually every aspect of its business in one centralized, integrated and Web-based system. The software provides a powerful media database for building lists and identifying publications and journalists, along with cost-effective, personalized news distribution and electronic news management.

Results

Better media targeting increases coverage, while greater efficiency with the software empowers the small team to do more with less staff. Detailed reporting helps attract clients and demonstrate the firm's value to current clients.

Paradigm Communications Provides Services of Larger PR Firm - without the Overhead - with Centralized PR Management, Extensive Reporting

Customer Profile

Paradigm Communications is a full-service public relations, corporate communications and marketing firm based in Natick, Massachusetts. Far beyond writing press releases and arranging media interviews, the firm helps clients leverage enhanced brand equity to increase revenues. Its experienced staff brings over 40 years of combined public relations and marketing experience in diverse industry sectors, including banking, consulting, financial services, government, healthcare, high tech, higher education, politics and sports.

Challenge

When Dennis O'Connor started his full-service PR firm in the spring of 2005, he was looking for opportunities to set the company apart in the highly competitive PR arena. From years in the field, he knew firsthand the power of technology in targeting media and enabling agencies to operate more efficiently. But he saw few firms truly taking advantage of available technology.

"We really wanted to make an investment in technology to distinguish ourselves from other firms," O'Connor said. "We needed a comprehensive solution not only to manage our PR contacts, but as leverage to attract new clients."

Because PR is all about demonstrating results, Paradigm hoped to use extensive before-and-after reporting to add value to its client service. "We must demonstrate our value, especially as a new firm," O'Connor said. "We wanted to sell the ability to benchmark for clients – to show the value of PR to prospects before working with us, and moving forward, demonstrate the benefit to clients."

Vocus Solution

In the course of his career, O'Connor has used a variety of applications for public relations. When looking for a solution for his budding business, he chose Vocus' online software for public relations. While other options offered a capability or two that Paradigm needed, Vocus would allow Paradigm to manage virtually every aspect of its business in one centralized, integrated and Web-based system. The software provides a powerful media database for building lists and identifying publications and journalists, along with cost-effective, personalized news distribution and electronic news management.

Most importantly, Vocus offers extensive reporting capabilities. With its Analytics feature, Paradigm can track and measure coverage easily, and provide attractive, detailed reports to clients. "We selected Vocus largely for the software's analytical capabilities, which other solutions lacked," O'Connor said.

Personalized, Targeted Media Relationship Management

Paradigm implemented Vocus soon after opening its doors. A Vocus account representative configured the software to organize media lists, contacts, activities and documents by each client the firm serves.

With clients across multiple industries, from high tech to entertainment, the firm must reach out to a diverse range of media outlets and create new lists continuously. When pitching a story or releasing news, Paradigm taps into Vocus' media database to identify the appropriate contacts and build targeted lists easily.

For more targeted pitches, Paradigm takes advantage of detailed profiles of publications and journalists. From there, the firm knows the stories a reporter has written in the past, their preferred topics, and when and how they want to be contacted.

As Paradigm staff complete activities – from phone conversations, to emails to news releases – it's logged in Vocus with the corresponding contact record. When a journalist calls, staff can pull up the contact record instantly and talk intelligently, knowing the complete history of all interaction with that individual.

Paradigm distributes client news releases to contacts through Vocus, in addition to traditional news wires. Because the firm sends news via email directly from an individual at Paradigm, each email is personalized to the recipient, allowing reporters to reply back to the firm. This more personalized approach helps nurture Paradigm's valuable media relationships. "The other services I've used in the past don't have the option to personalize emails to contacts," O'Connor said.

Immediate, Electronic News Management and Measurement

Paradigm tracks news on its client companies, as well as their competitors and industries, using Vocus' News-on-Demand integrated news management feature. While many firms still manage their news the old-fashioned way – using costly external clipping services and sorting through paper clips – Paradigm instantly receives relevant clips electronically in its Vocus system based on established search terms. Shortly after a story runs, the firm has a copy and can share it with that specific client.

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Paradigm can immediately report against that coverage and provide feedback to clients or shape efforts mid-campaign. "What is great with News-on-Demand is that it's integrated with Analytics so it's automatically imported into your system," O'Connor said. "You have one centralized way to look at and track news. And it's all tied together with your contacts."

Paradigm frequently draws on those reporting abilities to support business development and add value for current clients. When pitching to a prospective client, O'Connor turned to Vocus software and the firm's Vocus consultant to quickly set up a News-on-Demand analysis of the news coverage that the prospective client, as well as its competition, had received over the last few months. The Vocus rep responded rapidly to the firm's request, configuring News-on-Demand to pull all recent news coverage. The ease of use and flexibility of Vocus enabled Paradigm to generate several reports that it submitted with its proposal.

The firm also uses Vocus Analytics to create detailed monthly reports for clients that break down coverage on the client company and their competitors. In the past, O'Connor would have spent hours manually preparing such reports. With Vocus, it only takes seconds to generate a report for each client.

Results: "The Full Range of Services of a National Firm"

O'Connor truly believes that Vocus allows Paradigm to offer a greater level of service to clients, and improve and measure results, while keeping costs down. Better media targeting increases coverage, while greater efficiency with the software empowers the small team to do more with less staff.

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About Vocus, Inc.

Vocus is a leading provider of on-demand software for corporate communications and public relations. Our web-based software suite helps organizations of all sizes manage local and global relationships and communications with journalists, analysts, public officials and other key audiences. Our software helps customers manage media relations, news monitoring and analysis, interactive email campaigns, online newsrooms, and government relations activities. Vocus software is delivered as an easy-to-use and cost-effective annual subscription, with no need for internal hardware, software or IT support. Vocus has more than 1,100 customers representing organizations of all sizes across a wide variety of industries. Our software is currently available in four languages, and is in use by customers around the world. Since 1999, we have achieved 23 consecutive quarters of revenue growth, and have received awards for company growth and product excellence. Vocus is based in Lanham, MD with offices in North America and Europe. For more information please visit www.vocus.com or call 800.345.5572.