

## Richter10.2 Media Group – Case Studies

### People Blogging About Richter:

#### From Ferris Stith's Blog...

PostcardMania not only threw a great party for the attending guests, but they also went live with a digital Grand Opening for those who couldn't make it. Working closely with social media PR company Richter10.2, PostcardMania captured the entire event with live streaming video and shared the experience on sites like Facebook, Flickr, Twitter and YouTube. Viewers didn't miss a beat, from the ribbon cutting ceremony to the dance performance, to one-on-one interviews with guests, etc.

So, why is PostcardMania doing this, you ask? According to Co-founder and CEO of Richter10.2, Robert Cornish, "Social media has changed the way companies communicate with their target audience and has changed the relationships to make them more engaging and interactive. We have simply used these tools effectively for our clients by engaging their target audience and building relationships. We understand public relations (PR) is about relations with the public, and that is our approach to social media and new media."

#### From Paul D'Souza's Blog....

Why, last week I had an interesting and thought provoking conversation with Robert Cornish, with Richter10.2 Media Group, and he simply blew me away with his 10 or 15 point approach to helping you roll out a PR campaign on-line, where at the end of it, people would get to see you and your company well positioned on all the major web spaces like Google, Yahoo, FaceBook, LinkedIn, Youtube, etc.

What does it take for someone to begin talking about you? ... like I am here. What do your customers think about you and ... Is what you do for them really solving a "significant" problem they might or might not know they have. The kicker is ... that when you solve it, **you bring forth a satisfaction they were not expecting.**

Paul D'Souza

<http://www.pauldsouza.com/wordpress/>



## Client Case Studies:



### e.Republic:

**Situation:** At the time of signing with Richter they had no new media presence. This is a large media company that is very successful but they needed and wanted exposure to help drive advertisement dollars and media exposure.

**Idea:** We came up with the idea of creating a comprehensive social media strategy for them which used the main sites like facebook, linkedin, blogs, video, twitter, etc, as a platform to make them known to their target markets. The 2 main objectives were to help create advertisement reaches and interviews for the CEO. We used social media as a platform to forge relationships with their specific public while giving them a prominent presence.

**Results:** We targeted industry specific blogs and actively blogged on behalf of e.Republic to get the word out and increase readership. One of the blog articles we did caught the attention of a very prominent blogger which then led to them being featured. This was a key result for them as this is the sort of thing they wanted. The CEO's executive communicator commended us for this. In addition, we put the platform in place that they now use daily to interact with their audience, taking e.Republic into the digital age.



### Testimonial:

[On our work....] “from my blog I was able to get a line in with a major needed opinion leader for our Conference in May and get the huge product of Tesla Motors coming to the conference. This also led to us starting a Government Technology conversation with the company and we are going to do some Leadership talks for their market base which is great for us. It’s opened up a great new technology communication line for us here in this area.”

**Paty Cota e.Republic Inc.**



## Sunbelt Software:

**Situation:** Sunbelt was at the beginning of launching their latest product – VIPRE anti-virus software. Richter’s objective was to specifically promote the new VIPRE software as a product launch strategy using new media.

**Idea:** We developed an entire social media strategy that actually created an avatar opinion leader on software and technology to give Sunbelt an online voice regarding various software products and generally discuss technology, which was meant to gain a following and further the sales of VIPRE. Our avatar was made to be an employee at Sunbelt Software who had deep knowledge of technology. We ran the strategy for 6 months.

**Results:** Upon reviewing the 6 month strategy we found that the statistics of Sunbelt Software as of that moment were the highest ever in terms of revenue for the quarter since starting the founding of the company. We called the CEO to find out what the key selling item was and he stated that VIPRE sales were what was driving the revenue growth.







### **Papa Johns:**

**Situation:** Papa Johns approached Richter to figure out a way to foster relationships with the local Tampa Bay public and increase awareness and brand loyalty to result in improved sales, with the strategy in mind of replacing some of their print advertisement dollars which were proving less and less effective over time.

**Idea:** Richter came up with the idea of building a custom website that has complete social media integration. The site is a platform for news and events in the local Tampa Bay area. The community can read about local sports, places to eat and find out what is happening in general. The Tampa Bay public can also submit news, events, artwork or anything else they want featured on the site which, if chosen, will win prizes and coupons for Papa John's.

**Result:** Papa John's Tampa Bay now has a large social media out-reach strategy that is on-going. The site is ready to launch and the fan base is already growing fast. Sales for Papa John's are steadily climbing and the entire local Papa John's team has embraced social media as a key strategy for their company growth.



Visit <http://pjtempabay.com>



### **Creative Lodging Solutions:**

**Situation:** Creating Lodging Solutions came to Richter with the hope of reaching their target business to business market of CFOs and mid level management executives through social media. They also wanted help in educating prospects on the value of their services in a quick and interesting fashion.

**Idea:** In addition to rebranding their website to make it more dynamic, interactive and user friendly, Richter came up with a social media strategy that used the best of our proprietary products, like our Social Media Press Kit, along with custom video and photo presentations, to quickly reach out to prospective clients and then give them a clear, concise and dynamic presentation on the value of everything CLS brings to the table.

**Result:** For the first time in the company's history, the sales team has dynamic, multimedia presentation tools that quickly and clearly articulate what they can do for their prospects. They are also actively reaching out to those prospects using social media channels that quickly allow them to find the exact personnel they're looking for in any given organization. The shotgun approach is a now a thing of the past.

### **Client Testimonials:**

"That interface looks awesome. Your organization really understands the Web 2.0 landscape, and I'm proud to be partnered with you all.  
Sincerely, Brian"

**Brian C. Hoffmann, Regional Account Manager, Internet Business Solutions, Cisco Webex**

"Joy and I have been very happy with Richter and the service that Brittany is giving us. She is very knowledgeable in the field of social media and has been very helpful with ideas and ways to get Joy and PostcardMania widely known. Every week, Joy send out a newsletter called 'Marketing Like a Maniac' (MLAM) and she has a section called 'Joy Recommends'. This section features what companies, services, books, blogs, etc that she recommends to her customers. This newsletter goes out to 60,000 people each week! Joy would like to feature Richter as her next 'Joy Recommends' section."

## **Ferris Stith, Director of Public Relations, PostcardMania, an Inc. 500 Company**

“When I received a cold call from Robert Cornish regarding web media, I had no idea what to expect. I was concerned about some of the entries that showed up when someone did a Google search of my name. Little did I know that something could be done about it. He did the same Google search and assured me that it could be fixed. I told him to go ahead and do it. Richter10.2 Media Group fixed the problem. It wasn't necessarily easy. But Robert and Wil Seabrook told me that no matter what, they would keep on working on it until it was fixed and I was fully satisfied. Well, they fixed it, and they fixed it so well that I've hired Richter10.2 Media Group to do a full campaign for me. They have the expertise, the enthusiasm, and the dedication to get the job done right. I'm very happy that Robert called me.”

## **Lee N. Sheldon, DMD**

Each company is as unique as the people and ideas driving it, and requires that we come up with equally unique and creative ideas for them to use new media as a platform to affect their bottom line in a meaningful way.

Additional information can be found on our resource page on our website with PDF's that can be downloaded here – <http://www.richter10point2.com/resources.asp>

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