

Client Case Study: SMOBILE Systems

Overview

A provider of mobile security software solutions for consumers, businesses, wireless carriers, and device manufacturers, SMOBILE needed to educate a highly skeptical market about the need for mobile security, and raise awareness for its solutions among its target audiences. The company sought to develop a presence in the media and at major industry events.

Core Program

- Strategic planning to align company-wide marketing and PR activities
- Key message development for press kit and other materials
- Media relations outreach to promote SMOBILE's solutions, and position the company as a thought leader in the mobile security arena through regular press releases, articles, commentary, statistics, and quotes
 - Targets included consumer, business, technology, government, and other vertical market media on the national, regional, and local level
- Trade show publicity and planning to support SMOBILE's presence at leading events including CTIA, 3GSM, FOSE, and more

Sample Results

