

ANNUITAS

# HOT OFF THE PRESS:

Qualified Leads Drive 7% Sales Increase for PR Newswire

## THE CHALLENGE

The PR industry has seen more changes in the last few years than it has over the five preceding decades combined. The emergence of the web, digital communications, social media and new mobile innovations continue to keep the industry in a state of flux.

**Engaged Leads**

22%

**Qualified Leads**

7%

**Closed Sales Increase**

7%

Today, no company in the news business can afford to rest on its laurels. As the firm that pioneered the commercial news distribution concept, PR Newswire knew it couldn't rely on its established approach to marketing going forward. New competitors were entering the segment and competing on price, and PR Newswire's historical approach was product-oriented, largely reactive and didn't differentiate the company from its competitors. Although the company transmitted news over countless channels for hundreds of businesses every day, PR Newswire lacked a proactive multi-channel program for its own marketing communications.

PR Newswire needed a solution that would allow it to promote and keep its leadership position in the industry. It also need replace its traditional approach with a strategic Demand Generation program to drive new sales, more revenue, long-term customer loyalty, and build the sales team's confidence in the value of marketing. That's when ANNUITAS was brought on board



**PR Newswire**  
A UBM plc company

## ABOUT PR NEWSWIRE

*Industry: News & Media*  
*Revenue: \$322 million in 2014*  
*Employees: 16,00*

A subsidiary of UBM plc, PR Newswire provides a broad range of communications products and services to professionals in marketing, public relations, corporate communications and investor relations. In addition to distributing news and information, PR Newswire helps clients target audiences and monitors how effectively their messages are communicated.

## THE SOLUTION

ANNUITAS partnered with PR Newswire to launch a customer-centric Demand Generation program. From the very beginning, the goal was to replace PR Newswire's tactical marketing approach with a strategically driven campaign to help turn more leads into sales and more buyers into long-term loyal customers.

After extensive research into PR Newswire's business and customer base, ANNUITAS created customer personas to identify their primary challenges, behaviors and pain points. The team then mapped specific content to match the buyer's journey and individual needs, depending on where a potential customer was in the buying cycle.

---

All content was classified into one of three areas, each of which is designed to achieve a specific goal in the sales pipeline—Engage, Nurture or Convert potential customers into qualified leads. To promote ongoing dialogue and brand awareness among potential and current customers, PR

---

“ANNUITAS helped us create a better buying experience for our customers, and to establish core metrics and reporting systems that allow us to strategically manage the market’s perception of our brand.”

KEN WINCKO, SVP, MARKETING PR NEWSWIRE

---

Newswire also created a Knowledge Center to house the program’s content on its website. By clicking the Knowledge Center button on the main menu of PR Newswire’s home page, visitors can access articles, white papers, case studies and other materials that address and answer critical industry questions.

PR Newswire then leverages its inbound content marketing campaign with ongoing outbound communications that include emails, press releases, webinars, social sharing, marketing automation and other multi-channel methods. Its customer-focused Demand Generation strategy establishes PR Newswire as a clear thought leader among marketers, and a resource communicators can turn to time and again to keep abreast of new industry trends and issues.

#### THE RESULT

Within five months of the program’s launch, PR Newswire’s engaged leads grew by 22%, and qualified leads saw a 7% increase. By supplying the sales forces with leads that were vetted and pre-qualified beforehand, the number of sales closed also increased by 7%. The combined marketing and sales effort has accelerated and compressed PR Newswire’s sales cycle by roughly 30%, and as management continues to optimize the program, additional gains are imminent. Most importantly, PR Newswire’s Demand Generation program has transformed marketing from a historical cost center into a net contributor of revenue and profitable ROI today.