

## PR that delivers qualified sales leads

*Case Study: AIRSIS, Inc.*

### Background

AIRSIS, Inc., a diversified technology company with a 10-year track record, provides innovative solutions to a wide range of customers. The company's flagship product, PortVision<sup>®</sup>, launched in 2006, provides new levels of knowledge and transparency to maritime activities within ports and inland waterways. PortVision's real-time visualization and historical information allow users to get up-to-date visibility of vessel activities and receive alerts when events of their particular interest occur. Historical playback and reporting features offer expanded business opportunities to identify best practices and enhance Maritime Domain Awareness as well as better communicate with customers and partners.

AIRSIS' executives were leery about launching a costly and comprehensive brand awareness campaign of any real size in order to attract leads for their new product, and looked to Stalwart Communications for help. What the agency quickly determined was that an aggressive PR campaign that pinpointed specific maritime publications could shorten AIRSIS' customer and partner sales cycles without breaking the budget.

### Solution

"Our goal was not just to get the word out about PortVision's value proposition and competitive advantage, but ensure it was heard by the people holding the purse strings within the maritime industry," said David Oates, APR, principal of Stalwart Communications. "With that in mind, we conducted some careful research on key regional and industry trade media that were read by a wide range of operational and logistic decision makers, then found the right reporter to call."

Stalwart Communications quickly got the ears of key editors in the targeted publications thanks to its pinpoint research. AIRSIS was soon conducting no less than six PortVision demos. The result – full feature stories in the top three publications in three months with more following on a regular basis.

"It's about doing your homework to understand a client's business value and finding the right people who are interested in such stories," said Oates. "It's the difference between being great and being average."

## Results

The articles drew no less than 100 qualified leads within one month – significantly shortening the sales cycle for AIRSIS' PortVision solution while also increasing the opportunities for increased distribution partnerships nationwide. Such success was driven by both the expertise of Stalwart Communications and its willingness to share in the business risk.

"David's *'Pay-on-Performance'* model was a no-brainer to us," said Dean Rosenberg, CEO of AIRSIS. "With the Stalwart model, our goals and our PR consultant's goals are all perfectly aligned. And more importantly, Stalwart delivers! In three months, we have received 'Page 1' recognition in key publications, including a seven-page feature in the premier CEO-level publication in our industry. I strongly recommend Stalwart Communications for anyone looking to execute a disciplined, results-oriented PR campaign."

Stalwart Communications' Pay-on-Performance model aligns the agency's revenues to actually delivering marketing and PR results for a client. The "R-word" (Retainer) is not in Stalwart Communications' vocabulary. The agency does not track hours, but rather the success of actually producing results, such as securing positive press coverage and acquiring qualified customer, partner and/or investor leads. Fees are aligned accordingly.

*The general benefits of such an agency-client relationship include:*

- Performance metrics/expectations are outlined and agreed upon in full between the agency and the client before an agreement is executed, since it will determine how and for what an agency gets paid.
- The business risk is shared between both parties. The agency doesn't make its money unless it can produce.
- The ROI is embedded in the fee structure.
- Client satisfaction and understanding increases.
- Client retention increases.
- Client turnover/churn decreases.
- Client referral rate increases.

"In business, efforts are categorized in one of three ways: a revenue generator, a cost center or a cost saver," said Oates. "Stalwart Communications proves itself time and time again to add positive value to a company's bottom line under our Pay-on-Performance model. We feel all marketing and PR firms should do the same."

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