

# **R.M.S. Goes to Work and Six Hours Later ...**

*A Case Study for  
Review Programs by  
R.M.S. Public Relations  
and Marketing*





# **R.M.S. Signs a Client and Goes to Work**

# 9:00 am

- A targeted media and analyst list is prepared for the client to approve using a database of over 325,000 media contacts
- Years of experience and relationships are used to develop a reviewers list and R.M.S. sends word to a targeted list that we have a new client – and describes the product
- Based on immediate press feedback, a review list is created and units are sent from R.M.S. straight into the reviewers hands
- A fact sheet, “where-to-buy,” digital images and sample product is all R.M.S. needs to get the job done ... more hours go by and ...



# 11:00 am

... feedback from the press is immediate:

- **Northwest Airlines World Traveler**
- **Newsweek!!** (*huge - N'Gai Croal is the technologist over there -- he said it sounded cool and wanted to review*)
- **Maximum PC**
- **Smart Computing**
- **Continental** (*in-flight magazine*)
- **Computer Power User**
- **Houston Chronicle** (*newspaper*)
- **WOAI Radio** (*NBC News 4 affiliate*)
- **American Way** (*in-flight magazine*)
- **PC Magazine** (*three different depts. have asked for it! Good as it ensures we get covered in the mag*)
- **Internet Video Magazine** - *Mark Shapiro*
- **eWEEK Labs** - *Francis Chu, Technical Analyst*
- **techTV** (*television*) - *Grace Soriona Smith*
- **CNET** (*3 different editors all want to look for different sections*)
- **Macworld** - *Jim Galbraith*
- **Wired** - *Chris Moore*
- **CyberSurf Radio**
- **TWICE** - *Joe Palenchar, Senior editor*
- **Computer Shopper**
- **PC World**
- **Government Computer News**
- **Channel Business Magazine**

And this was just **day one** ... dozens more ensued as a result of the right pitch to the right editorial contacts ...



# 12:00 pm

- As a result of preliminary outreach, R.M.S. sends the client a request for product to fulfill the editorial requests:

*“Team: here's the PRELIMINARY list -- it will grow from here as we confirm ... we've begun to fulfill these orders and will fill in review dates as they get closer and can be confirmed. In the meantime, we have need of 32 immediate units but only have 14 in stock (details in the grid) ... we need an additional 18 to fulfill the current review placement opportunities but we'd like to request 30 total to hold us over for a while ... Based on feedback from the press, many are demanding at least the 64MB or 128MB versions ... (and a few, like CNN, required the 256MB). Given this demand, we'd like to ask for the following: ...” \*\**

\*\* [Actual email to client]



# 2:00 pm

- A grid is prepared for the client showing product shipped, to which publication, how many units of each product and information/notes on when the review will appear
- Comments from the press are sent to the client to share with the sales team, possible channel partners and investors if applicable

*“Team: now that Shana and I have been talking to literally EVERYONE in the industry about these, the word is really getting around. Below is an editor that I've never worked with but who heard "thru the grapevine" about the product and is including it in his roundup WITHOUT even requesting a review unit – just hi-res photography. The power of PR ...*

*We'll be in the May issue of LAPTOP (see below): ...” \*\**

\*\* [Actual email to client]



# 3:00 pm

- Client sees the power of R.M.S. as a publicity tool and reaps tens of thousands of dollars in visibility for a *fraction* the cost of traditional advertising. By using a team of experienced PR professionals with long-term press relationships, the client is able to get the product into the right hands in only a matter of hours ...
- Client sends comment to R.M.S.:

“You guys are absolutely amazing... Many thanks ! ... Linda” \*\*

*Linda Ho, director of marketing, AZIO Technologies*

“Awesome. Thanks guys!!! I’m very excited! ... Will”

*William Chen, VP of marketing, AZIO Technologies*

\*\* [Unedited email from client]



# Add'l Client Quotes

“This was just an awesome and amazing day. You guys did on hell of a job with getting this press release out and getting it picked up by some excellent publications and web sites. We can't thank you enough. I am sure that there will be more to follow, but for the first release and the first day I am sure you guys didn't think we would get this kind of a response. DID YOU ????!!!!!!!

Thanks so much for your efforts. I know we still have a long way to go, but working with both of you and Brett is fun, exciting and rewarding to DJ and I. I am really looking forward to see just how the rest of the year goes. Especially with this release and the next product that we should have in a few more weeks. Now we need to really start selling something.

Thanks again all of you, for your efforts. I really am excited about what we have to look forward to.

Very Best Regards,

Bill”

***Bill McMahon, president, IOPlus, Inc. (makers of PocketDisk)***



# Client Quotes

“I know I haven't been commenting on the hits lately...but GREAT JOB! I'm really happy with the volume as well as the quality of the coverage. Keep up the OUTSTANDING work! THANK GOD FOR YOU BOTH!!!!!!!!!!!!!!!!!!!!!!

Best regards,  
Christina Cu-Ito” \*\*

*Christina Cu-Ito, director of marketing, ADS Tech*

\*\* [Unedited email from client]



# Client Quotes

“We made the front page!!!!

Great job guys. You ROCK!” \*\*

*Jake Jacoby, president, Singlefin*

\*\* [Unedited email from client]

