

## Singlefin – Security & Privacy Protection Services



**Challenge:** Launch an email and virus protection services company that had no brand name recognition but amazing technology. We had to not only introduce Singlefin as a company to watch, but make noise about the technology behind the service that really did separate it from other email protection services and software.

**Strategies:** Released the company with a press release over the wire about the first product to be introduced. We set up several interviews with press and analysts in the security and privacy area. RMS then followed up the first announcement with more outreach on topical news and events over the past few months. We approached the launch of Singlefin with a three-pronged approach – the Web site, fact sheet and timing on product releases. All of which made the distinction of Singlefin as a real player in the security industry.

### Tactics

- Targeted top industry analysts to be evangelists of Singlefin's products and services; utilized analysts quotes as proof that Singlefin's approach to email security was unique and a company to watch. Used analyst quote in original press release announcing the company and followed by with Dan Kelsden of Aberdeen speaking to a reporter on the behalf of Singlefin in an article on email security which ran in Network World.
- Gained immediate exposure with press by calling and setting up interviews. Used day of announce coverage to "beef up" the Singlefin Web site and favorable coverage was used by the sales team to generate business.
- Ongoing contact with press gained the attention of a major publishing house which is using the service as a "trial" service for the entire company. Not only did the media outreach make an editor take notice of Singlefin, but the use of Singlefin in a trial period could amount to a major sale.
- Case studies were used to with core trade books to show that Singlefin's solution works in real business scenarios to make the phones ring. We used the case studies on the Web site, in sales presentations and with the media.
- Our suggestions for trade shows and pro-active media relations put President Jake Jacoby in front of an IT audience – one of which has over \$1,000,000 in IT budgets – as an expert in the email security area. He is a featured presenter at the Window's Enterprise Decision makers conference in Chicago.

## **Results**

- More than 13 media outlets have covered Singlefin's applications; including coverage from their top 10 media and vertical trade "wish list" – *Network World (front page), SC Security News, ISP Planet, PC Magazine, New Software News, and more.*
- Gained exposure with a speaking opportunity and trade show exposure that will act as a sales generator
- Exposure to media also assisted in Singlefin's technology being highlighted in an upcoming book on email security and spam.
- Singlefin was able to make the move from a reseller of anti-spam software to a separate company with its own proprietary services and equipment.

