

CASE STUDY: "Email Sender and Provider Coalition"

Expertise Provided:

- Public relations
- Media relations
- Web Development
- Identity Design

ESPC Touts Knowledge of the Online Marketing Industry as Key Decision Making Factor for Selecting Public Relations Agency

About the Email Sender and Provider Coalition:

The Email Sender and Provider Coalition (ESPC) was formed in November 2002 to fight spam while protecting the delivery of legitimate email. The ESPC is composed of 62 members including CheetahMail, an Experian Company; Constant Contact; Digital Impact; DoubleClick; ProspectivDirect; Return Path Inc.; SKYLIST and StrongMail Systems Inc. The ESPC is located on the Web at www.espcoalition.org.

Situation:

Spam, phishing and other fraudulent email practices are growing concerns in the world of email marketing. Legitimate senders cannot always get their messages to the target audiences because they are mistakenly caught in spam filters. The Email Sender and Provider Coalition was organized to fight spam while protecting email as a viable communication channel. The ESPC enlisted blast! PR for their knowledge and experience in the online marketing space.

blast! PR worked with the communications committee to develop a comprehensive and aggressive PR plan for 2005. The high level goals included promoting the ESPC, its mission and executive director Trevor Hughes to relevant reporters and analysts as it continued its adamant support of email authentication. blast! PR also helped the ESPC to successfully change the company's image as it expanded its industry focus and underwent a name change.

Solution:

blast! PR worked very closely with the ESPC to identify the spam issues that are plaguing ISPs, consumers and businesses today and performed significant due diligence on how the media was covering these problems.

We monitored the change in the email industry that occurred as a result of the ESPC's dedication to authentication standards. As the ESPC grew, it began to open its doors to industry leaders beyond email service providers. We used our public and media relations expertise to make sure this change received adequate press and analyst attention. Finally, at the end of 2005, the ESPC changed its name to Email Sender and Provider Coalition to better reflect its expanded membership. blast! PR publicized this news through media relations and a press release.

Results:

Our work with the Email Sender and Provider Coalition provides an excellent example of the effectiveness of blast! PR's media and analyst relations efforts. As a result of our outreach efforts, we secured press coverage in roughly 20 publications including ClickZ, DM News and Yahoo. The ESPC has been so pleased; they reaffirmed their commitment by extending their agreement and promoting blast! PR as the agency of choice for Email Service Providers. The press visibility generated many different speaking opportunities for Trevor Hughes and he is now busy on the speaking circuit. As an executive director with a ton of personality and candidness, it is rare that a spam conference happens without his presence or an anti-spam story appears without his inclusion.



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