

# CASE STUDY: "SKYLIST Email Marketing Solutions"

## Expertise Provided:

- Public relations
- Media relations

## Nothing But Blue Skies For Email Marketing Company

### About SKYLIST:

SKYLIST ([www.skylist.com](http://www.skylist.com)) is an Austin-Texas-based email service provider and software development company specializing in customizable email marketing tools that enable their clients to efficiently deliver highly-targeted, optimized and measurable email campaigns to their audiences.

### Situation:

SKYLIST, an established email service provider (ESP), was looking to gain exposure in the increasingly crowded email marketing space. They came to blast! PR at a time when both regulatory changes and increased competition made it critical for ESPs to position themselves as quality providers aligned with both lawmakers, consumer needs, and the perpetually changing needs of their customers. SKYLIST turned to blast! PR to help them build an external profile that exhibited their thought leadership in each of these areas, as well as the company's reputation of helping their peers / competitors achieve common cross-industry goals by creating the technology to make it possible.

### Solution:

Starting with a company that had zero exposure with key media and analysts, blast! PR worked with SKYLIST to develop a strategic PR plan, key messages and associated tactics. blast! PR was driven to help SKYLIST increase brand awareness and lead generation through a strategic public relations program consisting of press releases, speaking engagements, industry awards and contributed articles in key industry publications. The goals were to put SKYLIST on the map, propel its executives into the forefront of the media as experts and increase their bottom line.

### Results:

In the first 6 months, blast! PR rolled out a series of press releases and SKYLIST received over 20 positive mentions and five feature stories in high profile business and targeted trade publications, with the highlight being an appearance in a story on the front page of the New York Times. This flurry of positive press caused their sales pipeline to double and made SKYLIST a significant presence in the ESP marketplace. They also saw immediate traction with the 2004 speaking program, securing speaking engagements for SKYLIST executives at four of the email industry's leading trade shows. By that point, SKYLIST was already considered an expert resource on email marketing and CAN-SPAM.

Things only improved in 2005 for SKYLIST as blast! PR refined their corporate profile and issued 18 press releases, resulting in 43 positive stories in industry and national press and three contributed articles in top industry trades. The SKYLIST speaking program also exploded in 2005, with executives speaking at ten influential industry events. Thanks in part to blast! PR's strategic PR initiatives, SKYLIST has become a force to be reckoned with in the email industry and its CEO is regarded as a top email expert. As the momentum continues to build in 2006, there's not a cloud in sight for SKYLIST!



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