Forrester SA

Creating Distinction

Photos: Some Forrester analysts with whom we've collaborated

The Client:

FORRESTER®

Forrester is a Nasdaq-listed research and advisory firm.

It focuses on how businesses can use technology to **drive growth** and revenue - harnessing data and digital to capture customers' hearts and minds as you win their trust, loyalty, and spend (rather than looking at Information Technology as a way to streamline operations and **reduce costs**).

The firm's headquarters are in the US with 27 sales locations worldwide, including SA.

Objectives

- Raise awareness of Forrester's overall offering and on-the-ground sales team to assist SA businesses in the Age of the Customer
- Educate the market on its Business Technology versus Information Technology research focus
- Grow partnerships & relationships to compete with far larger competitors on a fraction of the budgets and resources

Goals

- Pursue quality over quantity of coverage
- Focus on Customer Experience as a key differentiator, especially in marketing press (but keep CIOs informed on the **mobile** mindshift, accelerating the **digital business**, turning big data into **business insights**, and using **privacy & security** as a competitive advantage).

Tactics

- Build media relationships with exclusive one-on-one interviews for key contacts each time an analyst visits SA
- Drive PR exposure through: Analyst thought pieces, 3rd party comment in Forrester pieces, newsletters, proactive/ reactive interviews, promoting special reports, event support and social media

The Results:

- Over **27% more** PR-generated Forrester mentions in media
- Over **61% increase** in Tier 1 coverage from Year 1 to Year 2
- Monthly stories appearing in a **Tier 1 marketing** publication
- Forrester studies are now quoted as a **reference point** in the synopses for forward-features
- Anecdotal client affirmation of **increased visibility**