

## Mobysoft Case Study

**mobysoft**  
integrated mobile communications

Mobysoft is a young Manchester based company that offers innovative software that delivers creative database driven mobile communications solutions.

Mobysoft's Managing Director, Derek Steele, started the company five years ago and has since been developing text messaging solutions for the Housing Association market which now accounts for over 90% of its business.

### Spreading the word

Mobysoft has ambitious plans for growth. Before seeking external marketing support Mobysoft managed their own PR with moderate success, but the company felt that a stronger presence in the Housing Association market was essential for accelerated development. Mobysoft needed PR support that could quickly understand not just its products, but also the company and its market.



David Innes Edwards, the Managing Director of Frontier PR explains: 'After initial meetings with Mobysoft we identified that they had an original product and the beginnings of a presence in the Housing Association market, so we quickly established that the primary objective was to expose Mobysoft to a broader audience within that market.'

**"We were particularly impressed with how quickly Frontier PR took on our needs and goals. Their excellent understanding of the product enabled them to fully grasp our target audience, meaning they could rapidly execute the campaign."**

Derek Steele, Managing Director, Mobysoft

### Working together

David continues: 'Mobysoft and Frontier PR worked together to create a comprehensive PR plan. We clearly outlined both the business and communications objectives, in the short and long term. We then laid out a full programme of activity- a complete strategic plan detailing how we would communicate key messages to the market as efficiently and as cost effectively as possible.'

What did Frontier PR aim to communicate? David reveals: 'We wanted to communicate the technological advantages of this service through working case studies: that it's quick, efficient and excellent value.'



## Key solutions

David explains: 'We launched a media relations campaign using these case studies to generate high quality, high value publicity in key industry publications both on and offline.'

David continues: 'Derek specifically referenced the importance of gaining coverage in a leading trade publication. Frontier PR excelled expectations in generating significant coverage not only in that publication, but also in other leading Housing Association press.'

Derek said: 'We were impressed with the overall effectiveness of the campaign. Some of the quotes from our clients were so impressive that we included them on our website and sales and marketing literature. This is something we would have struggled to do without Frontier PR's support.'

David comments: 'This is often a hidden benefit of hiring an external PR agency. Frontier PR is able to take a more objective view of a clients place in the world and as a third party we can ask those "extra questions" that will generate objective and valuable feedback.'

How did this benefit Mobysoft? Derek continues: 'Ultimately it was this feedback which helped us to understand how our product was being received. We could gather general opinion on our services so we could understand our clients better, specifically what worked and what needed to be developed further.'

"We were impressed with the overall effectiveness of the campaign. The case studies were extremely useful in raising our profile, and the feedback gained through the interviews conducted by Frontier PR was invaluable."

Derek Steele, Managing Director, Mobysoft

## Value for money

So, was it worth it? Derek is in no doubt: 'We had real value for money. The clients acquired as a direct result paid for the campaign.'

Post campaign evaluation revealed that the real value of the media coverage generated was almost 30 times more than the cost of the campaign. In particular, Frontier PR helped Mobysoft acquire one of their newest clients: Derek explains: 'We are now in the process of signing a deal with a major business who we have wanted to work with for some time- I have been told they heard of us directly through this campaign.'

'Frontier PR's client liaison was also excellent. I was impressed with their attention to detail, careful research and thorough preparation. The results they generated will benefit Mobysoft's sales and marketing for a long time to come.'

'Thanks to Frontier PR we now have a firm place in the Housing Association market and we are quickly increasing our client base.'

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