

Client: Gradwell dot com Ltd
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Title: Gradwell dot com Ltd Case Study

Client background

Gradwell dot com Ltd. <http://www.gradwell.com/corp/> specialises in providing highly innovative, flexible solutions that are independent of dialup, broadband or leased line Internet providers. The company was founded in 1998 by Peter Gradwell, and is based in the UK.

Gradwell dot com Ltd. is a distributed company, operating through the very products and services it sells including VoIP and SMTP email sending. In addition to being experts in their field, they are consumers of their own products and proof indeed that the virtual company does work.

Since 1998 its mission has been to enable the Internet that customers don't see. This means that they build and manage "highly clued" Internet systems that support an organisation's Internet needs, in areas such as email, domain management and web hosting.

Gradwell dot com Ltd. systems are highly automated and allow customers to manage almost every aspect of their account via an online control panel. Gradwell dot com Ltd. backup its services with high quality support from its knowledgeable team.

Its customers benefit from some of the most advanced email and domain name management services in the industry.

Built on a solid technical platform with high levels of support, Gradwell dot com Ltd. is geared for growth. They have a growing customer base, and are profitable. This allows Gradwell dot com Ltd. to deploy enterprise-class equipment and experienced staff, so they can carry on building "highly clued" Internet systems to support its customers' needs.

The Challenge

Gradwell dot Ltd. objective was to build its profile within an extremely competitive market, its audiences normally being SMEs. The market is saturated with vendors that offer similar services, and advertising heavily with the trade magazines.

The company had recently released its VoIP product (VoIP Centrex Service), and its objective was to have the product and service trialed, tested and then used by its target audiences. However, at this time, established telecom providers and a leading P2P service had just commenced its marketing and public relations push, which resulted in trade media covering VoIP in an in-depth fashion, earlier than anticipated.

Elemental PR commenced activity on May 2004, for an initial three-months working with Gradwell dot com Ltd.'s incumbent agency Egovision.

Targets

Business, computing, Internet, IT and technology media is what Gradwell dot com was striving for, especially titles that would have online elements. However, although the news stories would be technology-based, they would also be directed toward business readers, to ensure that key decision makers are kept abreast of the latest developments.

SME magazines such as Growth Company and Internet Works were favourable because of their ability to cover business, marketing and technology stories for entrepreneurs through to corporate readers.

Results

Gradwell dot com Ltd achieved coverage in over 11 different publications¹, achieving 13¹ separate pieces of significant and documented off and online coverage.

Peter Gradwell also contributed to Internet Works magazine Q&A panel, enabled Gradwell dot com Ltd. to demonstrate its knowledge and experience with the Internet and technology sectors.

Elemental PR connected Gradwell dot com Ltd. to two major VoIP features for .net and Internet magazine which included the coverage of two case studies and the products compared favourably amongst its competitors.

¹ This figure is unknown, because Gradwell dot com Ltd. did not employ a press cuttings service.

Conclusion

Elemental PR managed to communicate Gradwell dot com Ltd. VoIP product and service to a few of key titles before the interest in that markets became swamped by corporate and leading organisations that now dominate that media space.

VoIP Centrex Service was reviewed by feature editors and editors, enabling Elemental PR to build good relationships with publications that may return to the subject matter. In addition to this, the PR consultancy was able to enlighten various publications to the other range of product and services that Gradwell dot com Ltd. offer, presenting further media opportunities for the future.

Testimonial

Peter Gradwell, Managing Peter at Gradwell dot com Ltd comments:

We instantly made an impact with key publications with Elemental PR's guidance at a critical time for technology within our marketplace. The VoIP review in two important titles arrange by Elemental PR is crucial for us in demonstrating that the technology is sound, the product and service is robust.

The public relations that Elemental PR delivers support our other activity extremely well, and are important in building brand loyalty with so many vendors entering this exciting space.

About Elemental PR:

<http://www.elementalpr.co.uk>

Elemental PR, the integrated communications and public relations consultancy, was founded in April 2001. The energetic PR consultancy delivers integrated multi-channel public relations and strategic marketing development services for predominantly SMEs, whilst consulting for traditional (advertising and marketing) and digital agencies and consultancies.

Elemental PR is also retained by corporate organisations to consult upon communications, direct and digital PR (also known as Internet PR and online PR), e-business and elements of digital marketing.

Elemental PR operates upon the premise of the Internet, which it believes is to inform, educate, enlighten and share. Elemental PR strives to adhere to building blocks of these principles, blending them into very core of its communications and the measurable activity that it delivers. Integrating communications is the pivotal to the way Elemental PR conducts itself.

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