

Payments Research Promotion

Elevating the Visibility of a Major Government Agency's Work

Case Study

Consumer payments research promotion for a major government agency.

The agency's research was meticulous, accurate, and beneficial to many constituencies in the business, academic, and public sectors.

But only a small group of loyal followers knew it existed.

Project Background

A U.S. Federal Government research organization conducts exhaustive, meticulously detailed annual surveys on consumer payments behaviors, their preferences for various financial instruments, their dollar holdings, and other market trends in financial transactions.

The organization's findings are published in a 70-plus page report that is posted on the web and free to all. The thoroughness, accuracy, and lack of bias that characterize the research are much appreciated by a select audience of economists and academicians.

Banks, vendors in the financial services marketplace, and general public, by contrast, knew little about the agency's work and therefore derived minimal direct benefit from it.

The Process

We first interviewed both client staff researchers and several professionals and academicians who made use of the reports. Their opinions and suggestions gave us solid information on how and why this group's data, methodology, and results are considered more reliable than similar research available from other sources.

We established a baseline for tracking the effectiveness of our promotional efforts by compiling recent years' numbers of media and scholarly citations of the group's work.

We also reviewed the history of group members' invitations to speak at conferences and trade shows. Visibility, both in the media and on the speaking circuit, was minimal.

We delved into the details of the research and extracted facts and figures, not available from any other source, which provided enlightening insight on current economic issues and marketplace developments.

Our Services

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Public Relations

- Message development
- Press and analyst relations
- News release programs
- Editorial placements
- Media and analyst briefings
- Client/Partner newsletter
- Company backgrounders

Marketing

- Messaging and positioning
- Trade show planning & support
- Announcement plans and strategy
- Press and analyst tours
- White papers
- Sales guides and slip sheets
- Speakers' bureau services and speechwriting
- Customer/partner newsletters

Research

- Customer satisfaction surveys
- Cash management analysis
- Market research
- Bank or vendor RFP's
- Marketing plans
- Implementation plans
- Marketplace analysis
- New market perspectives
- Competitive assessments

The Output

We created and distributed a series of press releases on selected topics related to data in the reports. We highlighted the client's findings on those topics and linked them to current issues in banking, economics, and consumer affairs.

We also researched the upcoming year's schedule of professional conferences and trade shows for speaking opportunities, and obtained speaking engagements and webinar interviews.

The Result

Within a few months, there were over 40 media citations of the organization's work, as well as several new invitations for members of the research team to speak to professional gatherings.

The research group's management lauded their accomplishments and wondered why they hadn't promoted the research earlier.

About Graber Associates LLC

Graber Associates is a boutique public relations, marketing, and research firm founded in 2002. We develop and implement public relations and marketing communications programs that generate revenue for businesses. We provide research that allows our clients to make better decisions. Although we specialize in financial services and technology, our services cover a wide range of vertical markets.

We work hand-in-glove with you to develop public relations initiatives and execute marketing campaigns that are created with years of experience behind them. Your goals, objectives, and budget are integral parts of our working with you. As part of your team, we begin to think as you do and suggest ways to improve the process and achieve collective goals.

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