

Supercharged News Formats Drive Supercharged Results

For Chatmeter and
Hotwire Global Communications

The Problem

How do you create buzz for new technologies when everyone is fighting for audience attention?

That's the question Hotwire Global Communications faced as they sought to raise awareness of voice engine optimization and help their client Chatmeter generate online traffic and sales.

Possessing the only integrated local visibility tracker that allows brands to measure ROI, Chatmeter helps enterprise brands with multiple locations identify areas in their online presence that impels customers to choose their stores over competitors.

The Hotwire team was engaged to drive downloads of Chatmeter's new research report, while identifying core and secondary paths to conversion, including the report's landing page and key social channels to further the conversation with Chatmeter. Hotwire would need to generate news release views, content adoption and traffic to designated web pages, all in a short time frame.

To that end, Hotwire Director Jennifer Sricharoenchaikit turned to Business Wire to increase the impact of their news content.

The Solution

The first step in the process was to modernize their news release vehicle. To maximize engagement and education, Srirachoenchaikit's team made several changes to the release format:

- A unique gif was created to demonstrate a real-world application of the technology described in the press release and to increase consumer open rates
- Hyperlinks were strategically placed throughout the release to drive inbound traffic to each landing page
- Images and video were bundled into a new, high consumer-engagement tool, Business Wire Interactive Media

Business Wire's Interactive Media design team repackaged Chatmeter's launch assets into a single interactive asset that used hotspots to attract and activate viewers.

Pulsing icons would catch readers' eyes and pull them into Chatmeter's data-filled story; the careful layout of the icons guided viewers through the entire set of created content, resulting in a more educated consumer. Creating an interactive news release also provided Hotwire and Chatmeter with instant assets to promote across social channels such as LinkedIn.

At launch, Business Wire distributed the interactive asset to its network of publishers, while Hotwire initiated media outreach, directing reporters to the entire interactive suite of assets for use in their reporting. Readers clicked hotspots to learn more about Chatmeter's research and its impact on the industry, well before clicking to download the report. All activity was monitored by NewsTrak analytics, allowing Srirachoenchaikit to track results throughout the campaign.

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The careful layout of pulsing icons attracted readers' attention to dive deeper into whitepaper and blog content, or visit the Chatmeter site.

[View the Interactive Media ▶](#)



The Results

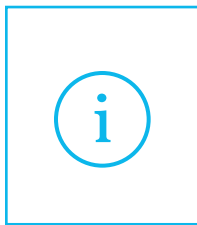
Business Wire's interactive solution drove significantly higher amounts of traffic and engagement with Chatmeter's conversational channels:



HIGHER CLICK THROUGH TRAFFIC

IN ONE MONTH

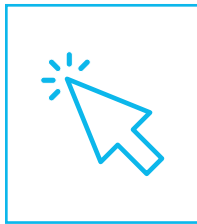
THE SAME VOLUME AS NORMALLY
RECEIVED IN 11 MONTHS



INCREASED ENGAGEMENT

31% ENGAGED

WITH INTERACTIVE CONTENT



INCREASED ENGAGEMENT

VIEWERS CLICKED ON
AN AVERAGE OF

4 DIFFERENT

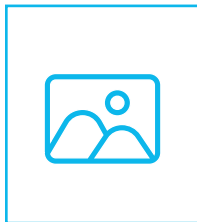
RESEARCH POINTS



GENERATED MORE INBOUND TRAFFIC

115 READERS

CLICKED LINKS
SUPPORTING DOWNLOADS



ELEVATED SECONDARY RESULTS

EVERY SUBSEQUENT
RELEASE HAS EXPERIENCED

MORE MULTIMEDIA

CONSUMPTION THAN BEFORE

Chatmeter's interactive news assets garnered attention faster, keeping audiences interested and engaged, ultimately driving this newly educated audience back to key landing pages.

"This is a great product that directly impacts my client's business goals. What I love about this product is that for the price point, and a low amount of human resource, you get the functionality and power of a micro landing page when the client is not yet ready to commit to a landing page.

Most clients want to build landing pages, but never seem to have the time or resources to get it done. This solves that problem.

And while it does require a process shift if you're used to just issuing text releases, the results are worth it."

JENNIFER SRICHAROENCHAIKIT
DIRECTOR
HOTWIRE GLOBAL COMMUNICATIONS

About Hotwire

Hotwire is a global communication agency that has redefined modern PR, bringing the best talent and services to its clients. Hotwire Global is dedicated to finding creative ways to surpass their clients' goals. For more information, contact Jennifer Sricharoenchaikit, 646-738-8960, Jennifer.Sricharoenchaikit@hotwireglobal.com



About Business Wire

Business Wire, a Berkshire Hathaway company, is the global leader in news release distribution and regulatory disclosure. Investor relations, public relations, public policy and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia. Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network. Business Wire has 18 newsrooms worldwide to meet the needs of communications professionals and news media.



To learn more about how Business Wire can help you educate an audience and capture and keep someone's attention, contact us today.



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