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– Andy Martin, CEO Al Dente Marketing

Challenge

Al Dente Marketing works with a variety of mid-sized and small business clients who are either in their start-up phase or at the precipice of a major product launch. With thousands of business starting each year, getting your brand’s name into the open market can be challenging. How do you make yourself stand out from other companies? How do you best articulate your product’s benefits in a way that attracts customers and prospects?

Solution

Using Vocus Small Business Edition (SBE), Al Dente Marketing is able to connect with a variety of media from traditional news outlets to bloggers in niche markets.

When potential customers read about Al Dente Marketing clients at top news sites or at PRWeb, it drives traffic to the client’s web site where they read more about the client. Eventually, the client will reach out to the small business to learn even more about their product or services.

Results

A big client success came in the form of press for a product launch of a Harry Potter postcard and figurine in major news agencies around the country. Al Dente Marketing connected with key opinion leaders – bloggers and traditional journalists and “offered” one-to-one interviews with the client. Message points were focused on giving blogger sites “scoop” and “insider” information not available to others.

Vocus SBE software garners buzz for marketing firm

Challenge

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Andy Martin, CEO of Al Dente Marketing, faces this challenge on a daily basis with his clients, many of whom are just starting out and want to create some buzz and interest in the marketing space. Other small-business owners find themselves launching a new product and need Martin’s help in constructing an approach that will make potential customers sit up and take notice.

“Ultimately they want sales,” explained Martin. “I try to educate them by telling them that you don’t start with sales you end with sales. There’s a process you go through to get to those sales.”

How do you make yourself stand out from other companies? How do you best articulate your product’s benefits in a way that attracts customers and prospects?

Solution

Al Dente Marketing uses news releases to get the word out about new companies and product launches. Using Vocus Small Business Edition (SBE), Al Dente Marketing is able to connect with a variety of media from traditional news outlets to bloggers in niche markets.

“We were looking for a solution that would give broad distribution and a platform that allowed me total control,” Martin explained. “The Small Business Edition software did that pretty well. SBE gave me the ability to offer a solution to our clients that incorporated press releases that I could create, distribute and manage.”

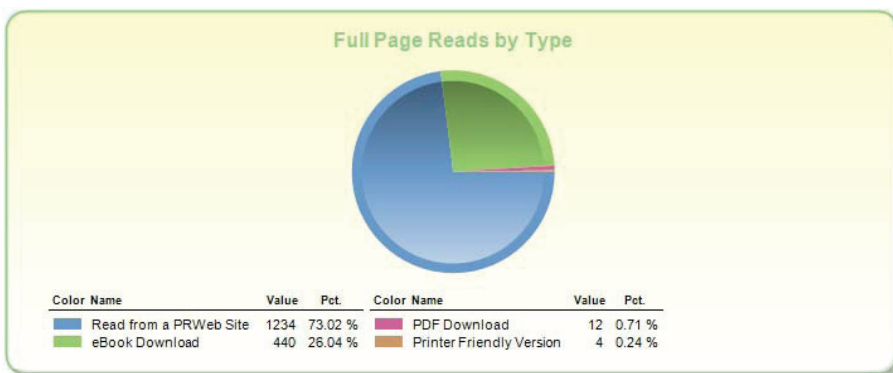
Martin added that having the advantage to distribute press releases through the Associated Press service was a huge benefit for his clients as it pushed their messages to a national and even global platform.

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Results

Martin not only uses the SBE software to increase awareness and drive traffic for his clients' messages, but he also uses it as a means of promoting Al Dente Marketing as well.

When he was interviewed recently for a magazine article about social media experts in Florida, Martin said he's confident he was found on the web – possibly a search of search engine marketing companies – because his organization consistently used news releases to announce company-sponsored webinars and seminars.



Results of the Harry Potter news release

A big client success came in the form of press for a product launch of a Harry Potter postcard and figurine in major news agencies around the country. Al Dente Marketing connected with key opinion leaders – bloggers and traditional journalists and “offered” one-to-one interviews with the client. Message points were focused on giving blogger sites “scoop” and “insider” information not available to others.

Al Dente Marketing also featured an online press release broadcast to the major news agencies around the country, targeted media digests and the Associated Press which included product news and listed supermarkets carrying the sets to aid consumers in finding the product AND to motivate retailers to buy for the DVD release.

Additional results:

- Strong endorsement provided by key Harry Potter blogger www.HarryPottersPage.com with 14,000 monthly visitors. Write up was subsequently picked up by other sites, thus becoming viral.
- To date, over 150,000 impressions from initial press release push on our platform alone.
- Over 5 pages of Google links – 27 different websites – currently carrying the release again demonstrating viral impact.
- Over 20+ million monthly visitors reported across snapshot of websites carrying the release. Key sites include LinkedIn (release carried on Warner Bros official page!) and Topix as well as many targeted fan base sites.

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Conclusion:

Al Dente Marketing uses several mediums to accomplish its goal of creating awareness and generating revenue for his clients. Martin has even given the practice his own term: the WOW method. The W represents web bloggers or key opinion leaders; O represents online public relations and the last W represents web-based microsities and Google searches or the SEO marketing component.

Rather than investing in expensive advertising campaigns, Al Dente is able to use news about his clients to drive interest and awareness, which eventually leads to the sales his clients are looking for.

About Vocus, Inc.

Founded in 1991 by two entrepreneurs and best friends, Vocus (NASDAQ: VOCS) has grown into one of the world's largest and fastest growing public software companies. More than 30,000 organizations around the world, ranging from Fortune 500 companies to one-person start-ups, use Vocus products and services to generate publicity and grow their businesses. Vocus software was awarded the prestigious SIIA's "Best Business Productivity Award" and has been featured in The Wall Street Journal and Fortune. We deliver our solutions over the Internet using a secure and scalable platform that allows our customers to eliminate expensive up-front hardware and software.