

## Case Study: CMIT Solutions

# Earning Nation's Trust as Tech Trends Expert



## The Point!

*Trending national and local story angles were integrated with dynamic social media to cement CMIT Solutions as the expert on technology trends.*

**Objective:** To enhance CMIT Solutions' brand image nationally through an integrated social media and publicity campaign around trending technology topics.

**Approach:** CMIT Solutions is well known in the 150+ North American markets it serves, but the company wanted to be part of trending national technology stories. The brand was ready to be in the limelight, and needed help adjusting its messaging to extend beyond just its B2B audience – to consumers as well.

All Points PR's integrated plan included:

- ▶ Strategic national media relations, comprised of researching and developing timely messaging
- ▶ Targeted, trend-focused social media and graphic design
- ▶ Extensive media training for executive team members and franchise partners

The integrated efforts included focusing on topics such as mobile phone data security, which correlated perfectly with the nation's news cycle. The topic provided an opportunity to enhance the brand's visibility among national and local audiences. Objectives for the campaign were met, exceeding expected media results with an impressive collection of national print and online placements, as well as local TV segments.

**Results:** All Points' targeted pitching was quickly successful – the brand saw several placements in extremely well-read national publications such as *USA Today*, *Forbes* and *Inc*. Locally, All Points trained CMIT Solutions' franchise partners to go on regional TV stations to discuss trending technology issues as well. Coupled with compelling social media and graphic design efforts, CMIT Solutions is positioned well in the public eye.