

Scott Public Relations (SPR) leveraged current news coverage to get top tier placements in addition to numerous articles in trade media.

e-Sher/CorpNet: Capitalizing on Current News to Make Your Own News

How two companies in the fast-growing e-security industry leveraged emerging business issues for top tier and trade media coverage.

The Company

e-Sher Underwriting Managers was the cyber facility of the nation's largest insurance wholesaler, created to provide e-business insurance. Its challenge was to create awareness among agents and brokers who could sell the products, and to create demand from companies who could buy its products.

CorpNet Security offers risk management and compliance solutions to assist organizations with rapidly changing cyber and physical security, privacy issues, and legal challenges. CorpNet offers online training to employees on these issues, training that is especially important in industries like financial services and health care, where new regulations require compliance with security and privacy standards.

Strategic Issues

As use of the Internet and computers has grown, so has companies' vulnerability to risks and losses from e-business accidents and attacks - from cyber terrorists, to new viruses, to disgruntled employees who sabotage systems. Companies can incur significant liabilities from these incidents from their clients, customers, and trading partners. New privacy regulations impact industries like financial services and health care vis-à-vis how electronic information is treated. However, few organizations realize the extent of these potential liabilities and what action to take to alleviate them.

The Tactical Solution

Scott Public Relations outlined a comprehensive plan that included introducing the companies' insurance and risk management services to the media while creating and sustaining awareness among target audiences by:

- developing comprehensive media campaigns built on themes tied to current events impacting e-business security and network security
- positioning company executives as industry experts
- exploiting management's expertise in expanding e-security marketplaces for aggressive trade media relations
- leveraging partnerships in risk management and e-security to position company favorably with audiences and document business expansion
- utilizing customized media strategies to support vertical business applications of company's products and services
- developing a series of articles on e-risk issues that were published on the company's Web site and published in the media.

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Results

The campaign's strategies and tactics produced substantial coverage in trade and business media. Web site articles were placed in leading e-commerce arenas and in many publications. Scott Public Relations leveraged current news coverage to get top tier placements in addition to numerous articles in trade media. The increased awareness also created requests from trade publications for bylined articles, which were later posted on the company's Web site and used in trade shows.

Placements in *San Jose Mercury News*, *San Francisco Chronicle*, *ComputerWorld*, *Toronto Star*, *HR Reporter* and *Business Week* were the result of Scott Public Relations positioning executives as e-security experts who could comment on breaking news stories.

Media efforts also resulted in placements of partnership agreement stories between e-Sher and CorpNet in *National Underwriter*, *HealthNewsDigest.com*, *Frontline Solutions Magazine* and *Best's Review*.

News releases on CorpNet's new health care product, Health-MOAT, generated interest from *Physician Practice Options*, *HealthLeaders* and *US Pharmacist*.

Additionally, Scott Public Relations secured media interviews at the RIMS tradeshow for both companies with *Hosting Technology*, *Rough Notes*, *Canadian Insurance*, *Best's Review*, *Risk & Insurance*.

Scott Public Relations...

"A Step Ahead" is a publication of Scott Public Relations (www.scottpublicrelations.com) a public relations firm specializing in business-to-business communication for firms in health care, insurance and technology. Scott Public Relations helps its clients, ranging from Fortune 100 firms to start-up companies, stay "A Step Ahead" in their marketing programs and in their industries.

For More Information

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Can your expertise qualify you as an expert resource for media on breaking news?

- What are the major problems in your industry that your company or product addresses? Are there emerging threats in your field or in society for which you can provide protection?
- Can you tell the "big picture" story of why and how these trends are impacting businesses and individuals, including a few well-chosen statistics and examples?
- Do you have the professional or educational credentials to lend credibility to your opinions?
- Are you will to be available for last-minute and urgent media interviews? Breaking news is just that - fast paced and reactive today, not tomorrow.