

By the Sea Communications

A Real Results™ Case Study

April 2024

The Client: A warehouse robotics company based in Europe

Primary Request: “Build awareness among US-based media for our company and robots to support our growth in that market.”

Length of Time Covered in this Real Results Case Study: 15 months

Results

Media Coverage

- By the Sea Communications negotiated **more than 100 pieces of Media Coverage** in highly relevant media for this company. This was mainly in US media, but also in some EU media after the client requested that as well. Several pieces of coverage were feature stories.
- **Estimated total value of the media coverage alone was \$700,000 to a million dollars**

Other Selected Results

- Guided them and helped them **develop their first Messaging Framework**
- Guided the design of, and helped them deliver, their first **professional News page on their website**
- Developed their first Speaker Program midway through the time period and **generated three speaking engagements for the CEO**
- Developed their first Awards Program and helped them secure **three key awards in their industry including The Robot Report’s prestigious RBR50 “Application of the Year” award**
- **Developed their first Analyst Relations Program and secured meetings for the CEO with all the major research firms**
- Developed a Marketing Communications Plan for them
- Drafted a few Blogs/Thought Leadership pieces including one on humanoids

Also Provided Ongoing Counsel On

- Marketing communications strategy
- Media strategy
- LinkedIn
- Website
- Newsletter
- Videos

If you want more details, or help building your own business, contact Gaby Adam, founder and CEO of By the Sea Communications, at gaby@bytheseasea.com.