



CASE STUDY | YORKTEL

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I. Situation Analysis

Yorktel has been an established player in the video communications and media services marketplace since its inception in 1985. The company, which launched as a reseller to government clientele, greatly expanded its offerings and portfolio over the years, and recently rebranded from York Telecom to Yorktel.



Prior to engaging JMRConnect, Yorktel had minimal brand awareness, evidenced by its tagline: "The Best Kept Secret in Video." In addition, the breadth of services and solutions offered led to various difficulties in its marketing, as did being hamstrung by non-disclosure agreements from its clientele and partners regarding customer wins and deployments.

Yorktel turned to JMRConnect to help refine its messaging and market positioning, and to help increase its profile in a hyper-competitive marketplace where brands like Avaya, Cisco, Microsoft and Polycom monopolize people's attention, coupled with a lack of public understanding on the need for enterprise-class video communications over free services like Skype.

II. Goals

- Position Yorktel as a leader in video communications, unified communications and collaboration (UC&C), and video managed services
- Build, differentiate and sustain a high level of Yorktel Brand awareness
- Articulate the company's evolution from a "reseller and systems integrator" to a full-service cloud, UC&C, video managed services provider

III. Strategy & Tactics

JMRConnect focused its efforts on an aggressive news and proactive outreach campaign, which included developing analyst relations and leveraging Yorktel's intellectual capital and the company's strongest assets — its team. Thought leadership, content marketing, social media, and executive commentary would be the campaign's backbone.

"JMRConnect is the most pro-active agency I've ever worked with. They don't just execute requests; they seek out new PR opportunities and initiatives for my company and see them through to completion. Professional yet personable, experienced yet open to learning more about our difficult industry . . . a pleasure to work with!"

— Samantha Osowski,
VP Marketing



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RESULTS SNAPSHOT: Awards

FROST & SULLIVAN

2014 North American
Product Line Strategy
Leadership of the
Year Award for Video
Conferencing Services

IV. Execution, Results

JMRConnect identified core messaging that helped Yorktel define its business model, articulate its value proposition, and differentiate itself from other service providers. Executives were prepped in advance of public speaking engagements and analyst/ media briefings, and marketing collateral materials enjoyed a higher level of consistency.

JMRConnect worked with Yorktel in developing integrated marketing plans, focusing on industry, vertical market and business audiences. The JMR team also compiled targeted media and industry analyst lists separated by audience segments and led and coordinated all communications and marketing initiatives.

Targeting wire, online and print publications as well as broadcast outlets, JMR researched and compiled editorial calendars for potential story placement and developed blogs, whitepapers, bylined articles podcasts and other custom marketing and thought leadership content.

Additionally, JMRConnect directed the development of <http://www.video-managedservices.com>, a third-party public portal dedicated to the evolution and understanding of video managed services, unified communications and collaboration.

V. Evaluation

JMRConnect and Yorktel exceeded expectations with a truly integrated and synchronized campaign.

Yorktel's brand awareness in UC&C, video communications and vertical trade forums spiked dramatically, as did its presence in the business arena.



- **Nearly 1,000 articles** (trade, business, vertical, multimedia) showcasing a steady stream of news, features, industry "roundup" and trend stories, executive commentaries, and thought leadership. Yorktel not only dominated the video, UC&C media landscape, but also enjoyed an elevated presence in national/regional business media, such as *Investor's Business Daily*, *San Jose Mercury News*, *Wired*, and *CBC* (top cable news in Canada) and vertical market outlets (government, public sector, retail, financial services, and healthcare)



- **Press Releases: 25 announcements** highlighting executive hires, growth, new products/ services, speaking engagements, and partner wins.
- **Blogs/ Bylined Articles: 20+ articles** published in *Wired*, *Homeland Security Today*, *Smart Business*, *Telecom Reseller*, *Cloud Computing Journal*, *No Jitter*, *Retail TouchPoints*, *Healthcare Facilities Management*, *Telepresence Options*, and *Business Solutions* magazine.



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- **Speaking Engagements: 25+ speaking engagements** focusing on unified communications, advanced video communications and managed services at industry, business and vertical events.
- **Analyst Relations:** Significant exposure from premier firms, including Frost & Sullivan, Wainhouse Research, Commfusion, and Gartner.
- **Whitepapers:** Authored 3 vendor-agnostic whitepapers, addressing hot industry topics and showcasing Yorktel's expertise.



- **Content Marketing: www.videomanagedservices.com**
 - o 170 articles (feature, news, etc.)
 - o 653,000 page views
 - o 61,655 viewers
 - o 1,031,000 impressions
 - o #1 ranking on Google, Bing
- **Social Media**
 - o LinkedIn followers increased more than 300%
 - o Twitter followers increased more than 400%
 - o Website weekly visitors average increased from 400 to 1800
- **eNewsletter:** Designed, developed and launched Yorktel News & Views in Q2 2014, an eNewsletter distributed to clients, employees, partners and other influencers.



- **Awards**
 - o 2014 CRN Solution Provider of the Year
 - o 2014 NJBIZ Top Minority Owned Business
 - o 2014 Commercial Integrators Industry Leaders Winner in Corporate and Government Markets

RESULTS SNAPSHOT:
Social Media

LinkedIn followers increased more than 300%

Twitter followers increased more than 400%