

## Prompt's experience in search engine technology: Seekport

### Case Study:

# seekport.

"Prompt is about so much more than just PR. If you want a public relations agency in the technology space that is very knowledgeable about internet technology sales, you can't go wrong."

- **Nick Morley,**  
Head of Sales UK,  
Seekport

Seekport, headquartered in Germany, works across Europe providing white label search services for big brands and content owners to incorporate in their websites. The company competes on quality, delivering nationally relevant results thanks to the work of a human index quality team in each of the countries in which it operates.

Before working with Prompt Communications, Seekport had been working with another agency in the UK but Seekport wasn't satisfied with the results. "They got us next to nothing by way of coverage or raising awareness," says Nick Morley, head of sales UK for Seekport. "Prompt is priced the same as our previous agency but is a million times better. Comparing the two is like chalk and cheese. What we really wanted was an agency that was proactive and that would keep coming up with ideas and pushing our boundaries to make us think slightly differently. Prompt does that."

In the first month, Prompt secured 15 published pieces of coverage mentioning Seekport by pitching stories by phone to key journalists. During this month, Prompt also arranged face-to-face press briefings with Future Publishing, the company behind several of Seekport's target publications including PC Answers and .net. "We went from almost zero to having a good level of awareness within six months," says Morley. "Prompt quickly grasped what we do and what we needed to do and showed a lot of enthusiasm and proactivity. We've come a long way in a short time."

Prompt introduced Morley to journalists from key titles in a series of briefings. "Media briefings are important to us," says Morley. "Because Prompt has helped us to build rapport with key journalists, we can make things happen much more quickly than we could ourselves when we have news to share. Now that we've built relationships with magazines like New Media Age (NMA), Revolution and B2B, we're finding they come to us for comment when they're writing relevant stories. That's a big turnaround. That wouldn't have happened before we started working with Prompt."

---

Prompt also organised analyst briefings with influencers such as Gartner, which resulted in an immediate business lead. “As we bring out new products, the analyst community will be increasingly important,” says Morley. “We’ve made a good start on building relationships there.”

A rolling thunder campaign ensures that Seekport remains in the public eye. It has resulted in coverage in a wide range of magazines, including Marketing Week, New Scientist, and Revolution.

Because Seekport positions itself as delivering results that are relevant to the UK, excluding US-based English sites where appropriate, Prompt conducted a survey to discover what it means to be British. The resulting story was picked up by magazines worldwide and resulted in nearly 30 press stories including in top tier publications The Daily Star, The Daily Telegraph, NMA, and B2B Marketing. “That was Prompt’s idea, and Prompt pitched it to us, convinced us of the benefits and we took a leap of faith on it,” says Morley. “It worked brilliantly. It’s a good example of how Prompt is proactive in creating opportunities for coverage.”

Seekport’s profile has been significantly raised by Prompt’s PR work. “One of the benchmarks was that we wanted to be mentioned in the same sentences as our major competitors in the right publications,” says Morley. “Six months on, that’s now happening.”

Prompt has a team of full time writers who have worked as journalists for leading IT magazines. As well as producing press releases, the team has produced brochures and ghostwritten articles, including one that was placed in Seekport’s target publication The Sharp Edge. The team also helps with written answers to journalists’ questions. “The articles are very high quality,” says Morley. “Prompt either writes something we can review and approve, or sometimes Prompt will talk over ideas with us and write it up. Having intelligent comment inside industry publications is a powerful tool – it really helps our sales.”

Prompt has a translation team and is able to work with German source material from Seekport’s headquarters. “It’s massively helpful,” says Morley. “We are a German company and there will always be slight cultural differences as well as the obvious language differences. Prompt is sensitive to that and is able to speak the language.”

Each week, Prompt sends a comprehensive report in Seekport’s own format, outlining progress on all current projects and summarising coverage. Prompt provides all its reporting as a free service to its clients.

---

“Prompt quickly grasped what we do and what we needed to do and showed a lot of enthusiasm and proactivity.”

- **Nick Morley,**  
Head of Sales UK,  
Seekport

---

---

Although initially recruited to provide public relations and copywriting services in the UK, Prompt has helped Seekport with telemarketing, events management, design and translation as well as with public relations outside the UK. With news of a new Arabic search engine, Prompt arranged telephone interviews for Seekport Arabia's managing director with Arabian Computer News and the Egyptian sister publication to the International Herald Tribune.

A successful telemarketing campaign resulted in a number of appointments with senior figures in the UK publishing industry. Prompt also created the stand display, presentation slides and flyer for Seekport's stand at the Internet World trade fair. "Although we engaged Prompt initially for public relations, we always saw that there was potential to stretch beyond that," says Morley. "We have a close working relationship with Prompt and because Seekport has a small team in the UK, the support that Prompt provides is invaluable."

He concludes: "Prompt is about so much more than just PR. If you want a public relations agency in the technology space that is very knowledgeable about internet technology sales, you can't go wrong. If you then want to extend your activities into copywriting, telemarketing, events planning, brochure design, marketing materials and more, Prompt can help with all that and adds a lot of value."



## About Prompt Communications

Founded in January 2002, Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of the technology industry and markets with experience of pan-European media, analyst and marketing campaigns. Using highly targeted marketing, PR and corporate copywriting initiatives, Prompt Communications helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders. For more information please visit [www.prompt-communications.com](http://www.prompt-communications.com) or contact us directly.

## Contact Us

**Hazel Butters**  
Managing Director  
Tel: +44 (0)20 8996 1653

[hbutters@prompt-communications.com](mailto:hbutters@prompt-communications.com)

**Fiona Blamey**  
Director  
Tel: +44 (0)20 8996 1649

[fblamey@prompt-communications.com](mailto:fblamey@prompt-communications.com)

---

© Copyright 2006 Prompt Communications Ltd. All rights reserved.