

SMALL SHIPPING SOFTWARE COMPANY MAKES BIG INROADS WITH MARKETWIRED RESONATE



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— Mike Lazar, Director of Online Marketing, TrueShip

THE CHALLENGE: RISE ABOVE THE NOISE AND DRIVE LEADS

TrueShip offers e-commerce businesses an integrated shipping software system that helps them efficiently fulfill their shipping orders. The ongoing challenge for TrueShip is no different than it is for any other growing online business: cut through the absolute clutter of the internet and rise above a slew of competing messages to reach and properly serve customer needs, and at the same time connect with new customers and expand its business.

To that end, TrueShip strongly believes in customer transparency and making its software as user-friendly and efficient as possible. That

takes a lot of educational communication – webinars, tutorials, video, live phone/chat support and email as well as weekly guides, white papers, articles and blogs that support best practices for online businesses. In short, content that attracts, informs and engages rather than sells.

Consistently getting this content to the right people – both current customers and new – is a huge task, but it is key to providing exceptional support while promoting TrueShip’s products and services.

THE SOLUTION: SHARE AND LEVERAGE A STEADY STREAM OF CONTENT

Following publication of a written piece, the launch of a new product, an updated version of the software, new features, improved support, tradeshow attendance or specials, TrueShip announces it to national audiences. The company uses a hybrid combination of SEO, SEM, PPC, retargeting, public relations, social media and education-based content marketing to achieve its goals. Press releases sit at the core

of this strategy because of their ability to get content to geographically diverse audiences and create a sustainable, measurable funnel of quality traffic, social signals (an emerging Google rank indicator), authoritative content and inbound backlinks.

According to Director of Online Marketing Mike Lazar, “We’ll spend time writing a very detailed guide, white paper or blog to help educate

our existing and prospective users. While it's great being able to share that written content on our extensive social channels, a press release helps us reach the entire country and news demographic."

TrueShip uses the Marketwired Resonate integrated news release and social communication platform to expedite and maximize this process because of its ease of use, wide distribution network and built-in tools that save time, extend reach and make it easy to assess results. TrueShip always adds multimedia elements like video, photos and/or infographics to its press releases to enhance visibility and encourage sharing, and includes highlighted links and hyperlinks to drive readers to relevant, supportive content.

Lazar says, "Press releases have enabled us to reach more people than ever before, including prospective users that we never thought we'd connect with. Releases have helped secure our brand's namesake by retaining a consistent and constant presence in the news. And, they've accelerated our content and social outreach efforts, enabling us to sustain a natural, drip-fed and organic social approach. These efforts have greatly lent to our credibility."

THE RESULTS: GROWTH IN VISIBILITY, ENGAGEMENT AND CONVERSION

Since integrating an aggressive online marketing plan – with press releases at its core – TrueShip's e-commerce conversion rate has skyrocketed from a respectable 3% to an astounding 14%.

In addition to creating greater brand awareness for this growing company, press releases have improved TrueShip's SEO ranking efforts by driving traffic and social signals to its content, helping other writers and search engines find it. This results in an outpouring of viable, valuable backlinks.

Lazar adds, "I was rather shocked by how many reads some of our press releases get. While this can and does range, I've seen releases garner more than 10,000 reads, and some generated hundreds of clicks and phone calls. The most surprising thing I learned was that people are still reading these news sources and are responding to what they read. Indeed, the press release is not dead; it's very much alive."

ABOUT TRUESHIP *What started out in 2005 as a way for a growing online bicycle parts business to ship products easier, has grown into a fully integrated, cross-functional software system supporting the PC and Mac. Today, TrueShip's multi-product software platform – including ReadyShipper shipping software – now helps thousands of e-commerce businesses of all sizes fulfill their shipping orders every day, enabling them to link all of their shipper accounts together for a more streamlined, all-in-one system that saves time and money.*

PRODUCT AND FEATURE INFORMATION

TrueShip uses the Marketwired Resonate integrated news release and social communication platform for getting its content to the right people – both current customers and new. The Resonate platform expedites and maximizes this process because of its ease of use, wide distribution network and built-in tools that save time, extend reach and make it easy to assess results.



SUMMARY

Situation:

TrueShip, a small multi-product software platform serving the needs of e-commerce businesses, needs to rise above a slew of competing online messages to reach and properly serve customer needs, and at the same time connect with new customers and expand its business.

Solution:

TrueShip relies on a steady stream of educational communication such as webinars and video as well as weekly guides, white papers, articles and blogs to make its software as user-friendly as possible – and makes this information available to as many current and potential customers as possible. The Marketwired Resonate integrated news release and social communication platform expedites and maximizes this process because of its ease of use, wide distribution network and built-in tools that save time, extend reach and make it easy to assess results.

Impact:

News releases have enabled TrueShip to reach and connect with more people than ever before, and have helped secure its brand's namesake by retaining a consistent and constant presence in the news. Results include an improved SEO ranking, viable, valuable backlinks and an e-commerce conversion rate that has skyrocketed from a respectable 3% to an astounding 14%.