

Business Partner at a Glance



Company:
medialaunchpro.com.au

Location:
Melbourne, Australia

Services Provided:
Public Relations for non-profits

In Business:
25 years

Employees:
2

More Information:
www.medialaunch.com.au

Business Partner Since:
2002

Constant Contact Accounts:
Approximately 20

Business Model:
Uses Constant Contact to send
press releases to media database

PR Firm Uses Constant Contact to Know Who is Reading and Who is Not

A member of Australia's parliament once commented, "Ron Smith is the most prolific person in Australia with regard to email." Smith chuckles, and with characteristic Aussie flair, replies, "Yes, and people remember them, too."

Ron Smith is the mastermind behind medialaunch.com.au, a 25-year old public relations based in Melbourne that works specifically with non-profit organizations such as Kidney Health Australia, Water Aid Australia, and the Royal Society of Architects. What makes medialaunch.com.au different from other PR firms is Smith's use of Constant Contact to send out press releases. Rather than sending out plain vanilla email text releases that journalists are inundated with every day, Smith touts his "Intelligent Press Release" - releases that include pictures, text, audio interviews, background briefing notes, Web links and company contact numbers.

"The beauty of Constant Contact," says Smith, "is its reporting features. My clients need to reach members of parliament -sometimes quite urgently when a matter is coming up for vote. With Constant Contact, I can tell them within a few hours which MPs have read the press release, how many have read it, and who clicked through to the client Web site. My clients can then either contact those MPs who haven't read it - or those who have - for further action. Now that's public relations power."

Constant Contact Helps Generate Publicity ROI

Smith found Constant Contact by accident about four or five years ago while searching the Internet and promptly began using it for his own business. It wasn't until two years ago, however, that he became a Business Partner. According to Smith, Constant Contact allows him to cost effectively send out press releases to thousands within his media database while generating millions of dollars in publicity for his clients.

"We run big campaigns," says Smith. "For example, we recently publicized 'Operation Angel' - an organ donation program under the auspices of Kidney Health Australia. Using Constant Contact, we generated \$12.9 million dollars in

publicity for them." In addition to press releases, Smith's firm also sends out newsletters and bulletins for Kidney Health - generating an additional \$2.9 million in publicity for one campaign.



Smith comments that Constant Contact gives him enormous flexibility - not only does he use the full range of templates, he's also used Constant Contact to promote online events, such as the seminars he recently produced for the Royal Society of Architects.

"We video recorded several seminars," explains Smith, "put them on the Web, and then used Constant Contact to send out a notice." To stage a typical "live" seminar at a function hall can cost \$4,000 for approximately 300 - 400 attendees. For the online seminars, attendees clicked on a link within the email and were taken directly to the seminar "site." Says Smith, "Over 1,000 people attended the online seminars - at a fraction of the cost to my client."

Marketing e-books with Constant Contact

A true entrepreneur, Smith recently started a second business offering small businesses a do-it-yourself software package - [Press Release Pro](#) - that automates the writing of press releases. The software combines Smith's "How to Get Your Business in the Media" ebook with the automated Press Release Pro program. The beauty of Press Release Pro is that it has Constant Contact built right in, meaning any time someone uses the program to send out a press release, Smith adds another Business Partner account.

Smith is also using Constant Contact to promote his other e-venture, "Death by Meetings." A tongue-in-cheek write up about the time wasted in meetings and advice on how to get out of them, "Death by Meetings" is Smith's way of helping smaller non-profits fundraise by selling the book for him. "Journalists love it," says Smith. "We've had over 20 radio interviews across Australia."

When asked if he had advice for other Business Partners, Smith echoed what others have said. "The strength of Constant Contact is its market intelligence. In my business, I need to know who has and hasn't read my clients' releases. With Constant Contact, I have this information and am able to give it to my clients - many times within hours. Constant Contact allows them to take action on urgent items and see successful outcomes. When 'selling' Constant Contact to a prospective client, show the 'market intelligence' you'll bring to the table. Businesses can't survive without it."



Tip for Success

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