

Disruptive Real-time Marketing and PR at TechCrunch Disrupt

Despite the power of the personal connection that social media marketing delivers – there's still something missing in online marketing and PR – *immediacy*.

Whereas conferences, trade shows, and live events were once the primary focus of direct marketing – today, social networks and blogs are leading the charge. Just like face-to-face meetings at CEBIT, CES or COMDEX – today's online discussions, personal conversations, and opinions affect the way potential buyers, investors, and reporters perceive and value products and services.

So, we've got the personal connection covered – nobody can argue that Facebook isn't *personal*. But what's missing for companies looking to supplant the costly trade show or conference marketing experience has been *immediacy*. Social media marketing has yet to effectively duplicate the immediate buzz factor of gathering interested parties in a room, making eye contact, and "wowing" them, Steve Jobs style, with new technology.

That is, until now (you *did* see this coming, right?).

Here's how it works. On May 24, 2011, SHL Telemedicine, one of our clients, unveiled a new and truly revolutionary product. [Smartheart](#) is a small, lightweight, hospital-grade ECG device that connects to a patient's iPhone, Blackberry or Android device. The product was unveiled at [TechCrunch Disrupt](#), one of highest-profile startup events in the world, which took place in NYC, San Francisco and Beijing. Serious buzz factor potential – but mostly for those in the room, right?

Not exactly. Pravda Media Group created a **real time marketing and PR umbrella** for SHL Telemedicine, in order to maximize the online exposure, the value, and – especially – the immediacy of the TechCrunch Disrupt event.

By combining technology, a unique workflow and work methods, we managed to increase the *resonance* of the client's messages. By identifying and reacting to feedback in real time, we helped SHL Telemedicine control the coverage and ongoing conversations surrounding the product launch – measurably contributing to the overall success in the event.

And the results were clear: Smartheart received excellent and positive press coverage, was mentioned in key publications such as the [Washington Post](#), was covered by bloggers in the mobile and health sectors, and dominated the online conversation compared to other event participants.

The bottom line: it's possible and highly worthwhile to radically expand the circle of impact for events, product launches, etc. It's not simple – so plan ahead, and contract with an experienced provider (like us). Adding

immediacy to the personal online conversation – real time PR increases PR and marketing efficacy, raises brand awareness, and will ultimately positively impact sales. *What's not to like?*

Please leave your contact details below to receive a free copy of our real time marketing and PR Techcrunch Disrupt case study.