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PR Agency

TalonPR, Inc. uses Intranets.com to manage
press contacts database



**One Van De Graaff Drive
Burlington, MA 01803**

888.932.2600

www.intranets.com

PR Agency



TalonPR **Topeka, KS**

TalonPR, Inc., headquartered in Topeka, Kansas and serving clients worldwide in the mobile and desktop software arenas, uses Intranets.com to manage its press contacts database and to create status reports for its clients of press activity on their behalf.

“We use the Intranets.com Database Manager in conjunction with Bacon’s Information’s MediaSource -- the largest contact database in North America with nearly 80,000 outlets and more than 600,000 beats - including editors, beat reporters, columnists, and syndicated writers,” says Tracy Rafferty, Media Relations Coordinator for TalonPR.

“We pull contacts selectively - either one at a time, or based upon a grid of editorial contacts that specialize in software technologies - from MediaSource, and place that contact information into our Intranets.com Database Manager where we can work with it in a variety of ways to our advantage.”

“We also document information in the Intranets.com database about editorial calendars of interest to our clients. We track the contacts that we’ve sent story pitches to for each client, as well as those who have shown interest in client products. We include notations about our conversations with editors and reporters and use the system to follow up with them as necessary,” Rafferty explained.

“We’ve been using Intranets.com for close to 3 years,” says Rafferty. “We have a huge contact directory in our Intranets.com press database and interact with some individual press contacts on behalf of 3 or 4 of our clients. Intranets.com allows us to track all of this activity accurately,” Rafferty noted.

Kevin Doel, President of TalonPR says, “We provide a valuable service--not only for our clients, but for the media as well. The media may not be a paying client, but we must treat them as such. Providing excellent customer service to a reporter means they get the information they’re looking for, when and how they want it. This approach results in superior media coverage for our clients.”

Rafferty adds, “Effective PR is much more than churning out press releases; rather, it takes a thoughtful, strategic and long-term view to help our clients move toward positions of market leadership. The press contacts database powered by Intranets.com is a key component in our agency’s ability to provide this superior service to our clients and to the media.”

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- Tracy Rafferty,
Media Relations
Coordinator
TalonPR, Inc.



Then too, updating each client about the agency's effectiveness is not only part and parcel of superior service, but also a means of insuring that appreciative clients will be happy to renew service contracts.

Rafferty says that every month she reviews activity in the Intranets.com database to create Status Reports for each of the agency's clients so they can see which publications are either in the process of writing, or have completed and published, reviews about their products.

"I then upload the Status Reports into the Intranets.com Documents Manager, so everyone in the agency has access to them going forward. I can't email reports with more than 2 megabytes of information, so uploading completed status report files into Intranets.com - using it as a server -- allows other people to download the reports whenever they need them, and they are always sure to have the most current and accurate report data. Occasionally," Rafferty explained, "other people within the agency need to update an item on a client's status report, and it's very handy for them to be able to review previous reports in the Document Manager; they can see which contacts I've already followed up with, so they don't duplicate the effort."

"Right now on Intranets.com, we have three full-time users: Kevin, another Topeka-based employee, and myself. We also use contractors for special projects who most generally work from home-based offices. Intranets.com makes keeping in touch with them easy, especially when they're working as far away as Dallas or Chicago. Our contract workers may be with us from three months to a year at a time, depending on our workload. Intranets.com allows our geographically dispersed group to collaborate effectively."

"I keep announcements, calendar events and tasks updated every day on our Intranets.com site, so that anybody that is working with us can see what we have going on. And, the first thing we do in the morning is look at our Intranets.com site to see if anything there needs immediate attention."

"Kevin and I are both Intranets.com administrators. He assigns the work and I'm his office manager. He emails me that he's got a meeting in Kansas City; then I put that on the task list. I also remove items from the Intranets.com Task Manager, when the tasks are completed."

"We like the fact that Intranets.com allows more than one user at a time to work online, whereas the license we have with our media contacts source allows only one of us at a time to be checking its database. With Intranets.com, Kevin can be in loading a document, while I'm working on the database."

"In fact, one of the great things about Intranets.com is that it has enabled us to eliminate the expense of renting office space for the company headquarters. Kevin and I and our contract workers are all now based out of home offices. We had been spending several hundred dollars a month to rent office space. We realized that since our company is a virtual one and we do most of our work through the Internet, there was no reason why we couldn't use Intranets.com to put our databases, reports and documents on the web and save the money that would normally have gone to renting an office."

"We just get together, as needed, for coffee and strategize that way. It sure beats paying all that money for office space," Rafferty concluded.

