

# TARGET INSIGHT CASE STUDY | PIKA Technologies

## FAMILIARITY BREEDS HIGHLY RELEVANT CONTENT—

PIKA Technologies needed to communicate relevant data on their new, high-level application programming interface (API) to application developers. Conveying this data in the form of a white paper would require familiarity with PIKA hardware and software media processing building blocks, and the traditional telephony and voice-over-Internet-Protocol (VoIP) industries.

“Irene worked for PIKA Technologies before. She has a reputation as a high-energy, get-it-done kind of person,” said Miriam Rautiainen, Head of Marketing, PIKA Technologies.

Like many marketers working for small high-tech companies, Miriam was managing many projects all at once. Miriam believed it would be helpful to hire a reliable, independent marketing communications professional who could be up-and-running quickly.

“I had a number of projects in the pipeline and I knew that Irene could write the white paper we needed with minimal hand holding,” explained Miriam, “It was an easy decision to contract this tactical component of a larger online advertising strategy to Irene.”

The white paper would be the offer in a number of online advertising media that were committed to in Miriam’s overarching marketing communications game plan.

## The briefing

A good briefing is critical. The briefing allows the writer to ask questions, clarify and restate the responses made by the clients, and probe. A good briefing ensures the deliverable will be on target, thereby saving time and – ultimately – meeting the client’s expectations.

The Head of Marketing, Miriam; the lead Software Designer for the high-level API project, David Dunlap; and the Manager of Customer Care, Rod Boileau, participated in the one- hour briefing. In addition to discussing target audiences, tone, messages and project timelines, the following key information was uncovered:

- Why application developers need high-level APIs to design applications for today’s business communications landscape
- Benefits of designing applications using a high-level API
- Advantages of both high- and low-level APIs
- Decision-making process a developer should go through to decide which API will best achieve a design specification
- How PIKA Technologies helps developers ensure they choose the most appropriate API to achieve their design specifications

## Client

PIKA Technologies designs media processing building blocks used by developers to build business applications such as interactive voice response (IVR) systems.

## Project

Craft a 4-6 page white paper discussing high- and low-level APIs, and advantages of each. Guide readers through the decision making process.

## Challenge

As a call2action piece, the content must deliver value add to audiences that download.

## On target, plus

- Familiarity with the subject matter meant Irene Crosby was up-and-running quickly, giving the project champion more time in her day to focus on her many other projects
- Crafted an abstract to be consistent with how PIKA presents white papers on their website
- Recommended search engine optimization techniques for keywords/phrases to deliver visitors to the white paper via organic (unpaid) search

## Achieving expectations

The draft white paper content was on target. The team's feedback was incorporated and the content was massaged for flow. After a last polish, the final white paper was sent to the project champion.

## Exceeding expectations

The project champion received the following value add:

- An 'abstract' accompanies existing white papers on [www.pikatechnologies.com](http://www.pikatechnologies.com). Using the existing abstracts as examples, an abstract was crafted for their new white paper.
- Based on best practices for search engine optimization (SEO), provided recommendations to optimize the abstract and white paper for search engines' spiders. SEO tactics may deliver additional lead generation opportunities via organic search (unpaid advertising).

## A client success story

Using a reliable, independent marketing communications professional familiar with your industry and your business translates to time savings. The professional will be up-and-running quickly. The professional will take less of the project champion's time and will need less time from your subject matter experts. The professional will be able to execute strategies and tactics quicker and with greater insight.

"Irene, because of your insight into our products, our audience, and this industry – as well as your familiarity with our people – the project was on target," said Miriam Rautiainen, Head of Marketing, PIKA Technologies Inc.

## Next steps

Need help? Let's get a conversation started.

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## About Irene Crosby

**Irene Crosby, Founder and Principal of Target Insight**, is an accomplished marketing communications consultant located in Ottawa, Ontario. Services include marketing communications strategy development; hands-on implementation of marketing communications activities; website planning and project management; and copywriting. Irene works with CEOs, VPs, and marketing managers to develop and executive communications plans that resonate with target audiences, engage customers, and drive business. Her 20 years of experience span high tech, life sciences, education, health care, insurance, financial services, and the public sector. Irene is adept at managing projects and keeping clients up-to-date every step of the way—no surprises. *You and your customers deserve insightful communications.*

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