

# CASE STUDY

# aquapr

Marketing • PR • Results

## TITLE      Generating Leads & Sales Locally

### Situation

An incubator is trying to increase tenants. AquaPR team members are tasked with using public relations and online marketing to generate leads and sales in a very down market. Leads for tenants had dwindled down to 1 a month with no new tenants in months.

### Solution

- Create awareness of the incubator and it's many services in the Atlanta area by generating buzz in discussion groups and online postings
- Use the media to tout success stories
- Create a "start-up" area inside the incubator
- Customize web site focusing on the new area
- Use press releases, blog and twitter postings and search engine advertising to drive site traffic



### Results

- Significant generation of hundreds of leads (from less than 1/month)
- 5 new tenants within a month after online campaigns