



Case Study



GMG Helps Appcast Break Through to National Media

In 2021, Appcast engaged Gabriel Marketing Group to elevate its presence and expand its media coverage nationally to support its ambitious goals for growth.

91
pieces of
news coverage

\$75M
in advertising
equivalency

Learn how GMG executed a strategic publicity campaign that capitalized on fast-evolving market trends and breaking news to successfully insert Appcast experts into national news stories. With more than 90 pieces of news coverage, GMG delivered \$75 million in advertising equivalency and doubled Appcast's Share of Voice, a measure of brand visibility in media conversations versus competitors.

About Appcast

Appcast is the global leader in programmatic recruitment advertising technology and services. With advanced technology, unmatched market data and a team of the industry's best recruitment marketers, Appcast is revolutionizing how companies attract game-changing talent for their open positions, helping employers increase engagement with qualified candidates by showing people the right job ads, at the right time, in the right place.

Since 2014, Appcast has:

powered more than
1.3 billion
job postings

generated
10.2 billion
job ad clicks

delivered
1.7 billion
job applications

and annually
manages more than
\$1 billion
job advertising for more
than 1,500 clients.

Appcast is a subsidiary of StepStone, a leading digital recruitment platform that connects companies with the right talent and helps people find the right job.

Appcast is headquartered in Lebanon, N.H., with offices in Boston, Mass. and New Brunswick, Canada.



Objective

To support the company's rapid business growth and a slate of major new products and services, **GMG was tasked with elevating Appcast's thought leadership and boosting the awareness of its programmatic recruitment advertising technology and services.**



Challenges

Appcast was well known within industry trade circles but not well publicized in national news publications. Appcast desired more high-profile media coverage to differentiate itself from competitors in the programmatic job advertising market and **specifically sought to position itself as an industry leader best equipped to help HR professionals overcome the hiring challenges** presented by the tight COVID labor market.



Strategic Solution

GMG partnered with Appcast to first **refine the company's PR messaging, create a clearer definition of Appcast's unique expertise and precisely articulate the value** of its innovative products and services.

GMG's PR team then ramped up Appcast's outreach to the news media by:

- **Targeting reporters** at national news outlets
- Creating a steady stream of announcements and creative and timely story ideas to position Appcast as **the industry leader with a unique perspective and a valuable media resource** with a wealth of industry data and expert insights
- **Promoting Appcast's subject matter experts as expert sources to reporters** for understanding the ongoing and often-confusing developments in the unprecedented labor market as the nation emerged from the disruptions caused by the COVID pandemic



Drivers of Success

By building a trusted partnership with Appcast and its subject matter experts, **GMG's one-year publicity campaign succeeded by:**

- **Securing interviews with top-tier reporters via strategic alignment and timely relevance to trending topics** – including “The Great Resignation,” salary transparency laws and signing bonuses – in addition to other trending labor market patterns
- Strategically pitching targeted reporters with **valuable reports and statistics generated by Appcast**, interesting developments in the labor market and industry insight from Appcast leadership
- **Positioning Appcast's Chief Labor Economist Andrew Flowers as an expert resource** for contextual understanding of economic trends and data including U.S. Bureau of Labor Statistics jobs reports

Campaign Results

January 1, 2021 – December 31, 2021

91

news stories

27.7 B

impressions, a substantial
increase in frequency
and reach of Appcast
media coverage
in 2021 vs. 2020

Doubling

of Appcast's Share
of Voice vs. competitors

\$75.1 M

in advertising
equivalency

49,853

total social media shares of
Appcast coverage

Top-tier Coverage



 **USA TODAY**

INSIDER



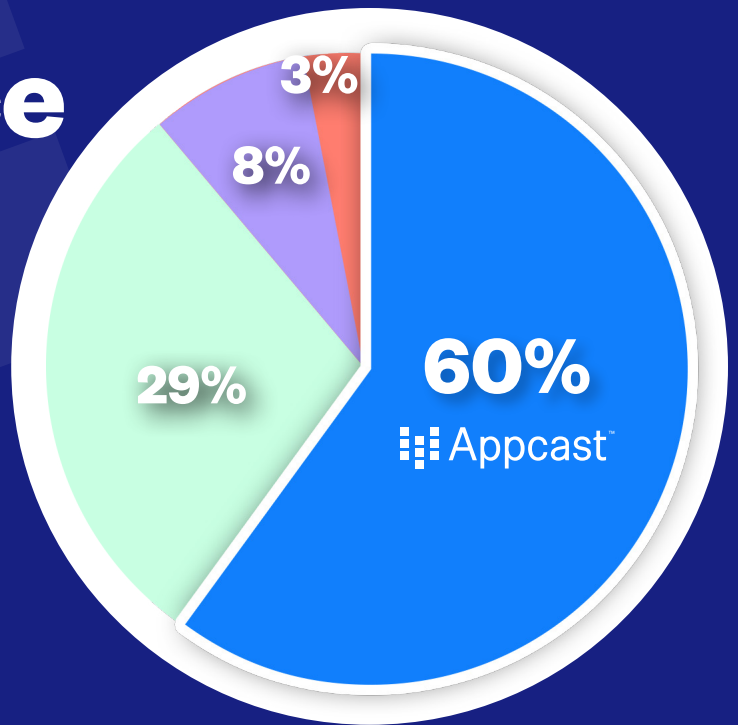
Forbes

yahoo!
news

Share of Voice

Market Share Based on Impressions

January 1 – December 1, 2021



About Gabriel Marketing Group



Marketing | Advertising | PR

Gabriel Marketing Group (GMG) is the industry's leading public relations and marketing agency for high-growth organizations, uniting changemakers with dynamic opportunities to disrupt the status quo. Offering a full spectrum of PR and marketing services required for rapid and long-term growth – from go-to market strategy to media relations to demand generation, digital marketing automation and content development – GMG has successfully partnered with more than 300 growth-oriented clients since 2011 and earned more than 90 industry awards of excellence for its work. GMG is a Certified HubSpot Gold agency partner and a member of Eurocom Worldwide, the global PR network for B2B and technology.

Awards



HubSpot Gold
Certified Member



Hermes Creative
Award



AVA Digital
Award



MarCom Awards:
Platinum and Gold

**Want to discover
what GMG can do for
your PR?**

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