

OfficeArrow

As the first online collaborative community specifically for office professionals by office professionals, OfficeArrow allows for its members to work more efficiently and purchase discounted travel, supplies and more.

TECH START-UP JUSTIFIES CAPITAL RAISE WITH NEW MEDIA AND PUBLIC RELATIONS WINS

LEADING THE INDUSTRY

OfficeArrow now boasts high visibility and increased ROI thanks to the Write2Market Triple-A Methodology—Access, Awareness, Awards.

RESULTS

After **11 months**, OfficeArrow

- is featured as industry leader in top publications such as *Inc. Magazine*, *Wall Street Journal* and *BusinessWeek*.
- is featured on new media outlets such as *SmallBizTrends* radio and *digidaily.com*.
- was the featured “site of the week” on MSNBC.
- is engaged in speaking opportunities at conferences such as Daily Deal.
- has bylined articles in publications such as *ShoeString Venture* and *The Huffington Post*.
- was featured in *BusinessWeek*’s Smart Answers column twice.
- enjoys an ROI of \$102,000.

OBJECTIVES

- Expand opportunities beyond the executive assistant world.
- Create new mission language for OfficeArrow, resolving months of dispute.

PROBLEM

How do we reach a greater audience?

How do we interact with our audience?

THE TRIPLE-A INDUSTRY LEADERSHIP METHODOLOGY

Create **access** by reinventing the concept as a group buying guru and a destination for small business owners.

Raise **awareness** through speaking opportunities at conferences, bylined articles in trade journals, bring in industry honors and **awards** and create access for the industry’s decision-makers.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

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WRITE2MARKET.COM