



## Write2Market Helps Firm Optimize Its Assets—Lands feature in major trade journal

*“We are very happy with our results. They’re having a visible effect, not a latent one—and that’s what matters.”*

— Harikrishnan Parthasarathy,  
Lead Engineer, MyCelx

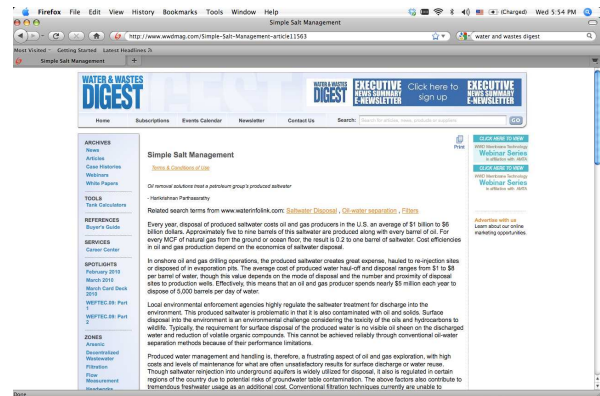
During the course of working on a Newsletter with MyCelx, w2m learned that a core publication for the company was *Water & Wastes Digest*. Hari, the lead engineer, hadn’t missed an issue in eight years: It’s *the* magazine for his target customers. To capitalize on great Newsletter content, w2m contacted an editor at the magazine to talk about knowledge offerings from MyCelx.

### Having the media conversation

In talking with *Water & Wastes Digest* it became clear that an expanded version of MyCelx’s Newsletter content would be a perfect fit for a special section, “Industrial Products in Action,” in an upcoming issue.

The MyCelx team was thrilled to be contributing their results—instead of sitting on the sidelines. Once the feature went to print, **MyCelx received a call from one of the largest consulting firms in the global marketplace to talk about the article.** The piece has already generated other sales leads. It’s also given MyCelx the industry recognition it deserves for its groundbreaking work and real knowledge.

### Reaching oil & gas consultants



Now, MyCelx and w2m have a great working relationship with this key publication so widely read in the water treatment industry. As more work evolves and engineers gather new insights from different installation conditions, MyCelx will keep adding to this international conversation about best practices among their target customer audience.

### Core knowledge on full display

Hari added: “I’m very glad we have this article. It has definitely created interest from the companies we would like to do business with, those we already do business with, and I’m sure it will help us going forward.”

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