

## Integrated PR and Online Marketing

**Client:** Microchip

**Objective:** To place a series of articles in a leading UK electronics magazine as part of a design series, also support this through an online email marketing campaign to involve, engage and encourage target customers to buy development kits.

**Activities:** Napier negotiated and placed a series of three specifically commissioned design articles in a leading UK electronics magazine. We worked with Microchip to create a unique discount code for customers to enter when purchasing the development kits through the website, allowing the campaign results to be tracked and quantified. Finally, Napier wrote a compelling email campaign to support the print magazine design series and direct potential customers to the reader offer.

**Results:** The combined PR and online campaign resulted in sales of over 2,000 development kits and demonstrated how combining traditional marketing methods with newer techniques can achieve outstanding results.