

# Award-winning, multinational, enterprise tech PR agency.

Work >

**Our Services**



## Analyst Relations

**We have longstanding relationships with leading experts at globally recognised analyst groups including, Gartner, 451 Research, and Forrester.**

Our team can facilitate introductions and support ongoing relationships with the analysts that matter to your business.



## Awards

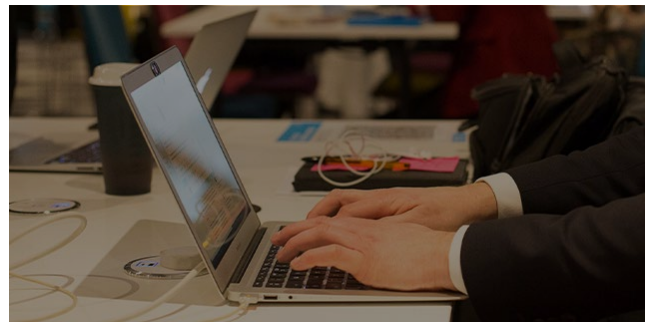
**For over a decade we've been assisting our clients in entering and winning respected industry awards.**

We develop a bespoke awards database for each client, prepare compelling award entries, manage pre-and post-award PR, and offer an advisory service for entries you may have already written

## Content Development and Syndication

**Touchdown is adept at extracting core ideas from client messaging and then executing a strategy that ensures messages are seen by the right target audience.**

Our writing skills and industry knowledge ensures we're able to create standout content and syndications that resonate with target audiences, increasing engagement.



## Design and Digital

**Touchdown provides a complete digital design capability ranging from brand and logo development through to eye-catching digital assets that support client digital and print marketing needs.**



## Event Management

**Our expertise, experience, and industry contacts ensure that your trade shows and events maximise impact and coverage.**

We can help you every step of the way with planning and executing your event, from publicity stunts and surveys to securing and hosting briefings with crucial media and analysts.



## Media Relations

**Our clients benefit from high-profile, quality coverage that is big in numbers and impact: generating valuable leads and improving their reputation amongst peers, channel partners, potential customers, and the public.**



## PR Campaigns

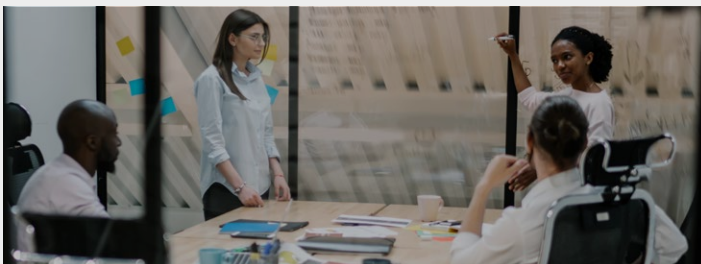
**We specialise in comprehensive campaigns that include news creation, rapid response, newsjacking, product reviews, global press tours, thought leadership, and case studies, alongside broadcast PR opportunities, such as radio and podcasts.**



## Social Media Campaigns

**Our team has the tools and experience to make your company stand out on social media so you can engage with prospects, strengthen current customer relationships and increase traffic to your website.**

We create dynamic social strategies that engage the right audience and generate sales, all whilst harnessing on-brand messaging.



## Briefings and Interviews

**We understand the importance of placing your business in front of key journalists to discuss company updates or industry news, building strong relationships so our clients become 'go to' sources of information and comment across tier one media.**

## Case Studies

**Case studies form a key part of almost every B2B technology marketing strategy. Touchdown has the expertise to deliver engaging case study content that brings client successes to life.**





## Evaluation

**Campaign evaluation and reporting are standard elements of every Touchdown campaign.**

Clients are offered tailored reporting and evaluation options that effectively match their needs, backed by powerful digital insight tools.

## Media Audit

**Media audits can help clients understand a range of key issues, such as awareness, sentiment, and the effectiveness of their campaigns.**

Touchdown offers a targeted auditing and evaluation service that reveals valuable insights to help organisations understand how they are perceived by the media.



## Executive Profiles

**Building awareness of leadership figures can not only benefit a business brand but support a wide range of broader objectives, from recruitment to diversity and equality.**

By finding the right profile opportunities to reach the right audiences, we enable executives to increase their visibility across the media and analyst communities.

## Internal Comms

**Touchdown delivers creative and effective internal communication campaigns to ensure businesses can fully align their people and purpose.**



## Market Research

**Market research can perform a vital role for organisations looking to understand the outside forces affecting their success, or those looking for new and original data to fuel a content or media relations campaign.**

Touchdown delivers a range of highly effective market research solutions, from quick impact 'vox pop' research at industry events, to in-depth analysis across highly targeted demographics.



## Media Training

Touchdown designs and delivers specialist, bespoke media training services to fully prepare clients for journalist and analyst interviews, helping to build relationships and maximise each valuable opportunity.



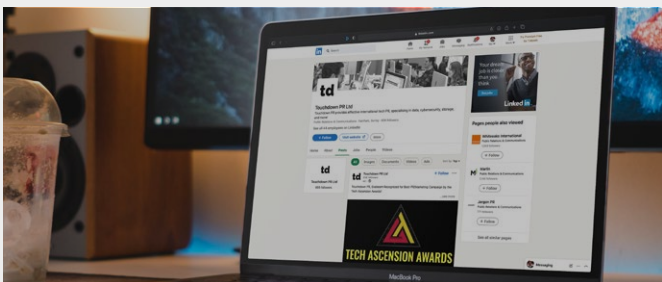
## Product Reviews

Getting products into the hands of key journalists for review can make a huge difference to awareness and sales success.

Touchdown helps clients to identify relevant review opportunities while ensuring the process runs smoothly for maximum impact.

## Speaking Engagements

Whether the objective is to raise the profile of key personnel, enable a brand to actively engage with key audiences, or use speaking opportunities as part of an integrated campaign, Touchdown can identify, secure, and prepare regular or ad hoc client participation across relevant speaker platforms.



## Sponsored LinkedIn Campaigns

We design and implement integrated LinkedIn campaigns to support client marketing and business development objectives.

By combining our messaging and content expertise, we enable clients to maximise their investment via key digital promotional campaigns.

## Strategy and Counsel

IPO and M&A activities require well-planned and strategic communications before, during, and after the event.

Touchdown offers expert planning, transaction experience, and innovative ideas to help companies of all sizes through their journey into the equity markets, or the process of being listed or acquired.

