



A storytelling PR campaign to reach architects in the UK

GRAPHISOFT
A NEMETSCHEK COMPANY

Our campaign focused on building strong relationships with Graphisoft’s existing customers and harnessing their stories to create engaging content that appeals to the whole architecture and BIM community.

With ambitious sales targets every year, software company Graphisoft wanted to reach more architecture practices across the UK. Previously, much of the company’s marketing content was technical in nature and inwardly focused, and there was little to engage new customers.

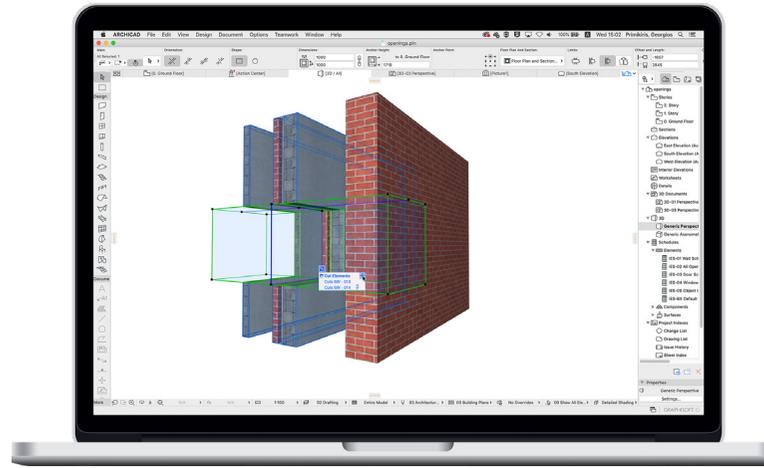
Throughout the campaign we forged new connections between Graphisoft’s customers and the media, helping to give a voice to practices that may not have their own marketing teams. In turn, this provided an intangible but commercial benefit to Graphisoft by showcasing the value of Graphisoft’s software to new customers.

We created case studies, video testimonials, Q&As and opinion pieces and engaged with editors and journalists in the architecture, construction and BIM media to ensure targeted coverage.

To deliver maximum value for money, we re-purposed content where possible for e-books, CPD content, sales tools, seminars and events.

LMC provides a broad range of PR and marketing service to Graphisoft, including strategic PR counsel and support, media training, copywriting and editing services, video services, social media training and support.

We have become a ‘virtual’ extension to Graphisoft’s marketing team in the UK.



Graphisoft develops BIM and CAD software for architects

“LMC understands our audiences better than other technology focused PR companies. It’s very rare that they need to ask questions and it demonstrates that both sides are reaping the benefits of a long-term relationship.”

John Porter

Director, Marketing Success, Graphisoft

Results

130
pieces of media coverage (2019)

1.8m
estimated audience reached

96%
of coverage on websites with good or excellent domain score

37
backlinks to Graphisoft website added (2019)

10+
in-depth customer case studies produced every year

3
e-books written, supported by complementary CPD