

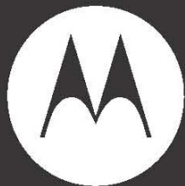
# Differentiating Motorola Solutions' Retail Story

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**MOTOROLA**  
**SOLUTIONS**

**RIGHT NOW**  
**WE ARE**  
**HELPING**  
**PEOPLE**  
**BE THEIR**  
**BEST**



**IN THE**  
**MOMENTS**  
**THAT MATTER**

# AGENDA



Retail vision launch event



Measuring success



PR's influence on sales



Sales enablement tools



Reporting ROI



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# IDENTIFY OBJECTIVES



## KEY OBJECTIVES:

- Launch vision for future of retail and new mobile solutions
- Communicate vision to trade, business media and industry analysts



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# RETAIL VISION EVENT



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# SET EXPECTATIONS



## METRICS FOR SUCCESSFUL FUTURE RETAIL LAUNCH EVENT:

- 20 media attendees
  - **Actual: 22 (+9%)**
- 15 business, trade placements
  - **Actual: 27 (+44%)**
- 20 media briefings
  - **Actual: 40 (+100%)**
- 10 industry analyst briefings
  - **Actual: 13 (+23%)**



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# SALES INFLUENCE



## IDEAS:

- Include unique URLs for all PR/IAR content
- Conclude all content with “call to action”



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# SHARE WIDELY



- Leverage content as sales tools
- Work with sales to identify best ways to share content
- Customize to use in multiple regions
- Think ahead for economies of scale



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# BUSINESS IMPACT



- Merchandise results with business focus
- Use customer-focused language
- Measure media pick-up and sales use
- Keep results concise and data-based



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# EXAMPLE



## MSI BYLINED ARTICLES

Enterprise: 7 | Government: 5 | Innovation: 1

### CONTENT THAT MATTERS...

Bylined articles are a key thought leadership tool through which we gain **customer mindshare**. By securing and publishing bylined articles in trade and business publications that our customers are reading, we demonstrate our expertise and why we are a **trusted partner**. The articles below can be copy/pasted into outbound messages to customers and other stakeholder groups.

- [A Successful Mobile POS Install Avoids These 5 Mistakes](#)

*Business Solutions (May 2013)*

- [Mobile Marketing For SMB Retailers](#)

*Business Solutions (June 2013)*



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# KEY TAKEAWAYS



- Pay attention to detail
- Identify/align on objectives early
- Set right expectations
- Ensure integrated campaign
- Capture results promptly to show ROI
- Maximize results by sharing widely
- Report results with focus on business impact



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**THANK  
YOU**