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## GoodStorm nets TechCrunch post

David Ward - 14 Aug 2006 11:00

### Placement: TechCrunch, June 23

*What are your client's media goals?*

**Neil Vineberg** : Our client is GoodStorm, which was launching a new product-serving platform for Web sites, called MeCommerce. The company wanted to generate buzz and drive trial of MeCommerce by targeting the tech community.

*What made the TechCrunch blog such a desired placement, and how did you pitch the editors there?*

**Vineberg** : TechCrunch is one of the most popular tech sites out there, with a strong reputation for identifying what's new and what's hot in tech. Although it had already done a story on GoodStorm about eight months ago, we knew the TechCrunch editors might be resistant to a traditional PR pitch. So we shaped the outreach plan and then had the creative director at GoodStorm approach them and offer up an exclusive during a casual conversation. They committed to the story right away.

*GoodStorm CEO Yobie Benjamin participated in blog commentary on TechCrunch after the story was posted. Did you help him frame his comments to ensure he addressed key company message points?*

**Vineberg** : Yobie is not only a very tech-savvy entrepreneur, but he's also very articulate, so we encouraged him to start reading what people were saying and get involved in conversations. We also worked with the GoodStorm creative director to come up with specific answers to reader questions that also were posted on TechCrunch on day one.

*What was the impact of the hit?*

**Vineberg** : The favorable review of MeCommerce was posted on TechCrunch June 23 and immediately triggered interest not only from other media, but also the investment community. The *Financial Times* and *The Motley Fool* both did stories on GoodStorm within two weeks. After those stories aired, 150 other bloggers also posted generally positive reviews, all of which have helped boost GoodStorm's credibility and helped drive sign-ups to the MeCommerce beta test. Needless to say, the client is thrilled.

**Name:** Neil **Vineberg**, president, **Vineberg** Communications (Westhampton, NY)

**Placement:** TechCrunch, June 23

**Pitch timeline:** 10 days

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