



# FarmSense

Case Study:

Shedding light on the solution to a 12,000 year old problem

# Situation Overview

Commercial agriculture is not the first industry that comes to mind for PR professionals. However, when a company creates a solution to a global pest problem that's over 12,000 years old, preconceived notions go out the window.

**FarmSense** ([www.FarmSense.io](http://www.FarmSense.io)), an ag-tech startup based out of the University of California Riverside, has developed a revolutionary, first of its kind device that gives commercial farmers the ability to monitor, identify, and manage pests throughout their fields — *in real time*.

## The Client's PR Conundrum:

### Exposure

The commercial agricultural community is typically *late to the game* in terms of widespread adoption of new technologies. The client required an approach that spreads awareness of their new solution to farmers, commercial ag managers, pest control advisors, and investors.

### Voice

As one might imagine, the *tone* of content and presentation significantly varies from agricultural operators and investors. This client required a campaign that utilized multi-faceted vernacular to appropriately target various audiences.

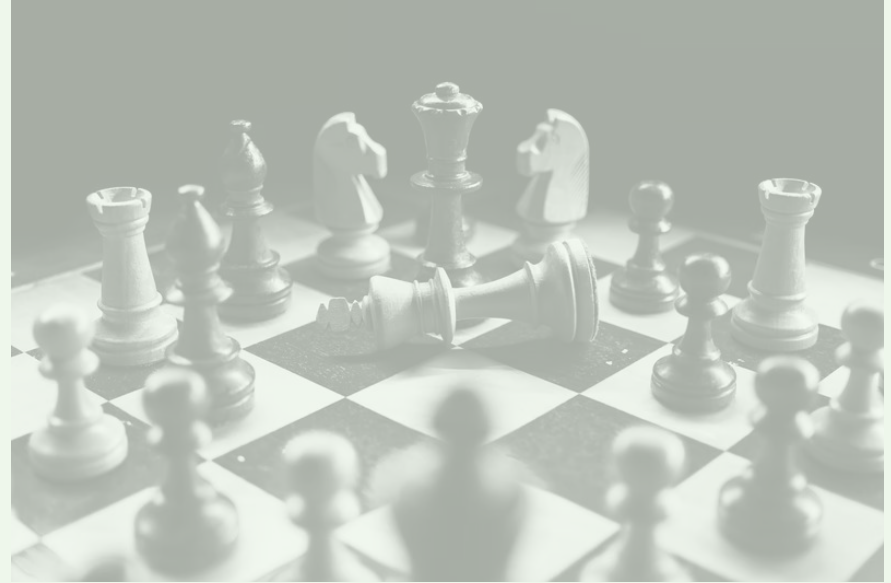
### Adoption Resistance

With the negative press around pesticide use, most — *if not all* — farmers are quick to assume that *new* pest management solutions are an attempt to *strip them of their pesticides*. FarmSense is the outlier as they provide actionable data that allows farmers to reduce or more effectively use pesticides. The client's campaign required approachable messaging that didn't *demonize* pesticides, while simultaneously *shedding light* on the risks and consequences when applying pesticides without data-backed rationale.

# The Campaign Design

The Silver Telegram developed a technical and targeted strategy that included:

- Website redevelopment with SEO optimization
- Create targeted and SEO optimized blog posts
- Social media management
- Press kit
- Proactive media outreach
- Rapid response pitching



# The Campaign in Action

The Silver Telegram team of PR experts understood that garnering media interest and securing coverage in the agricultural sector was a daunting task — *especially for a tech startup*. Navigating a multi-targeted audience within the agricultural industry would require a strategy and execution that was tailored to deliver a highly-focused message to pertinent stakeholders — *without stepping on any toes along the way*.

## The Strategy:

Attempting to capture the entirety of a brand's *magnum opus* PR campaign within a single case study is a futile effort. For simplicity's sake — *and to retain some of our proprietary secret sauce* — the executive summary of FarmSense's wildly successful PR campaign strategy included, but wasn't limited to:

- Understanding the client's industry specific *hurdles* and nuances
- Establishing working relationships within the industry on the client's behalf to secure brand awareness
- Refining much of the brand's existing marketing collateral to accommodate media while keeping industry expectations in mind
- Ensuring an actionable plan to execute all aspects of the campaign goals
- Tapping into industry experts to create content that target audiences would deem unique and engaging
- Creating content to steer the market sentiment towards the industry implications of FarmSense's product in a positive regard
- Dispelling myths, misconceptions, and preconceived notions surrounding the potential impact of the client's product given mass adoption
- Ensuring content makes it into the hands of the client's target audience instead of simply floating around in the ether

# The Results - Coverage

...For the visually motivated

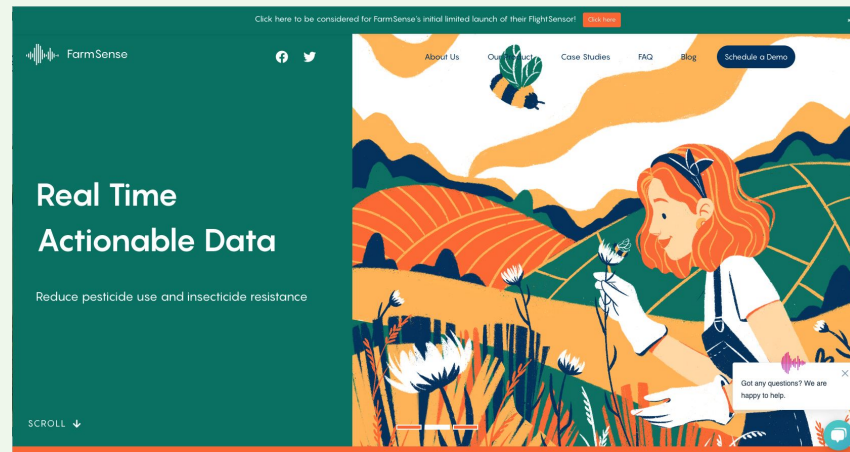
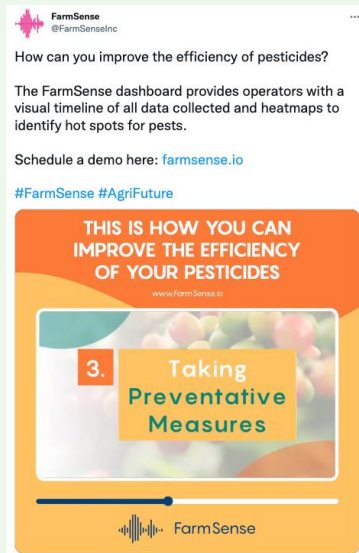
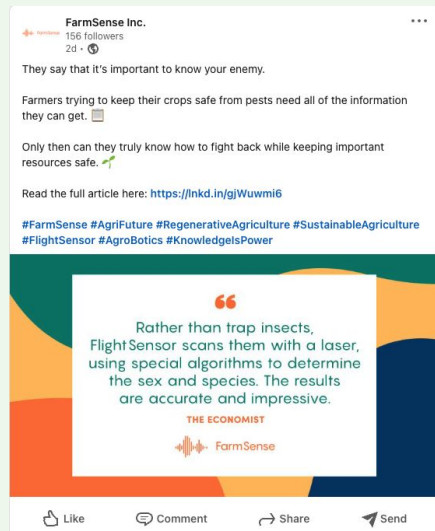


...to name a few



# The Results - Awareness

...For the social crowd



FarmSense's campaign strategy included fully-managed social media with unique video content custom created each week, capturing specific content artifacts to target the client's specialized audience. Additionally, The Silver Telegram tapped into their network of SEO and web development experts to perform a full website rebuild, which included top to bottom search engine optimization, content management, graphic design, server migration, and CMS implementation.

# The Results - Summary

...And for those who just want the facts

- ✓ Established the company's formal PR strategy and timeline
- ✓ Implemented team of PR specialists dedicated to managing account deliverables
- ✓ Executed **numerous press releases** throughout campaign
- ✓ Delivered **over 825,000+ online coverage impressions** during Q1/Q2 2022
- ✓ Secured more than **30 media placements** during first 6 months of 2022 - **Total average monthly visits of said media outlets 420+ million**
- ✓ Delivered **nearly 4,000 social network shares** during Q1/Q2 2022
- ✓ Established several working relationships with journalists across a wide gamut of sectors pertinent to the client
- ✓ Supported investor relations program by securing industry analysts briefings
- ✓ Optimized website for improved search engine ranking, user experience, and lead generation
- ✓ Created client marketing content and lead gen media for appearance at the 2022 TechCrunch Climate Conference

...All before the client even launched their product

# The Campaign - References

Notable coverage links for reference:

- [The Economist](#)
- [Discovery](#)
- [Popular Science](#)
- [Market Watch](#)
- [TrendHunter](#)
- [LifeWire](#)
- [New Atlas](#)
- [Just Food](#)
- [TechCrunch](#)
- [Yahoo! Finance](#)
- [Future Farming](#)
- [MyAgLife Radio](#)
- [Verdict](#)
- [SocialTech](#)
- [Inceptive Mind](#)
- [Pacific Nut Producer](#)

## Recent Updates (June 2024)

- [Seattle Times](#)
- [CNN/Yahoo](#)
- [Apartment Therapy](#)
- [Yahoo! Life](#)
- [Toronto Sun](#)
- [Washington Post](#)



# How Do We Get Started?

Intrigued? Curious? Or in total disbelief that The Silver Telegram can produce similar results for you?

Let's discuss how we can turn up the volume of your brand with customized PR, marketing, SEO, and content creation campaigns — we promise that 20 minutes out of your day won't hurt as badly as if your competition gets to us first!



**Let's schedule a call!**

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