

TallGrass Public Relations turned a funding announcement into a major media event, generating excitement and interest for a 'Next Big Thing' B2B enterprise solution



Company

DocuSign® is the leader in eSignature transaction management and the global standard for eSignature. A fast-growing technology company headquartered in San Francisco with global operations, its solutions are used in a wide variety of industry verticals to accelerate transactions, reduce costs, and provide superior customer service.

Challenge

DocuSign's goal is to be as well-known and widely used as the solutions by B2B tech companies with high name recognition like salesforce.com and its direct competitor EchoSign.

In 2012, a major opportunity appeared to publicize DocuSign, its products and its people. The company was preparing to announce the closing of a new financing round: a Series D of over \$60 million including participation from Google Ventures, Accel Partners and Kleiner Perkins Caufield & Byer. The announcement would be a significant news story that should generate attention from mainstream tech media outlets that often shy away from covering the complex world of B2B enterprise solutions.

Company management also wanted to build visibility for their personal brands by demonstrating DocuSign was an important, visionary company. DocuSign's C-level executives had great experience on their resumes and would be ideal for media exposure. The executive team includes a CEO who had taken a previous company to a \$43 billion valuation; a Founder who is an articulate speaker on DocuSign's business vision and the importance of its products in the B2B technology ecosystem; and in Board member Mary Meeker, one of Silicon Valley's most-watched venture capitalists.

TallGrass is an outstanding partner to us at DocuSign. They have helped us position DocuSign as the global standard and market leader with their PR expertise, strategic approach, and long-standing media relationships.



*Gregor Perotto
Senior Director
Corporate Marketing*



TallGrass was assigned to lead DocuSign's media outreach for the company and coordinate with stakeholders to maximize the opportunity and snare headlines in the industry's most-watched media outlets.

Solution

TallGrass partnered with DocuSign to generate media coverage in mainstream financial, tech and news outlets. Starting 90 days before the projected announcement, we worked hand-in-hand with DocuSign's marketing communications team to formulate strategy and a variety of intriguing story ideas that would get the attention of reporters at technology and business outlets with highly differentiated audiences and editorial missions.

In the planning stage, we researched exactly which journalists would be the best to address, both in mainstream press and in industry verticals, and developed the story lines we thought would hook them. We created a full pre-release set of public relations collateral that included a schedule, a press kit with team bios, product information, media references, FAQs, instructions for opening demo accounts for media, b-roll, screen shots, and video testimonials.

While the collateral we developed was meant for wide use, we also took the opportunity to use the power of this news to land a major exclusive. Under embargo, we negotiated an exclusive interview for the CEO with the US's most popular bi-weekly business magazine that ran. In turn this meant we had to develop stories for other target outlets that would not be perceived as interfering with the exclusive.

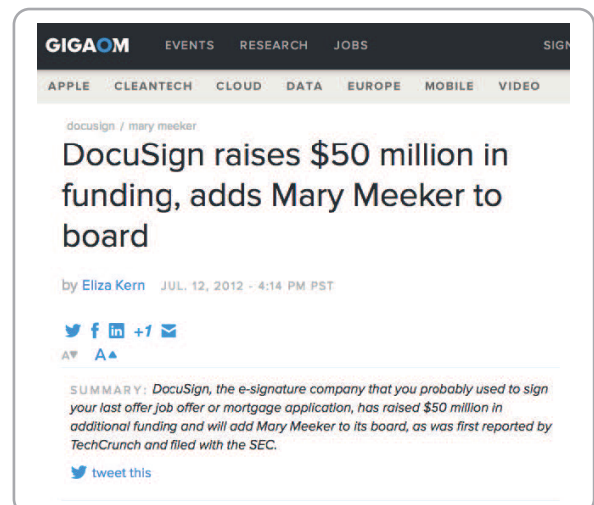
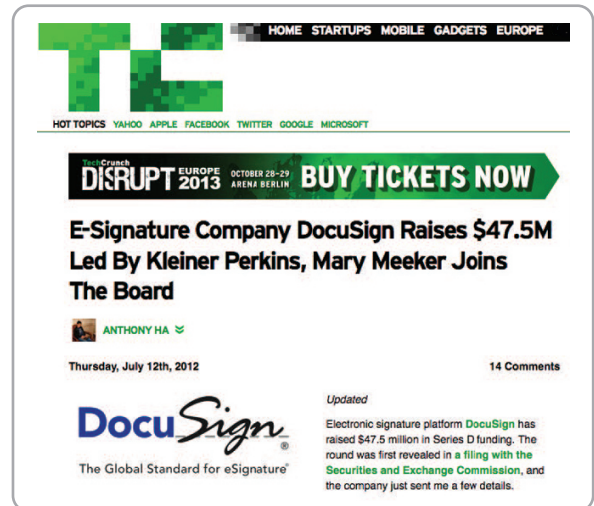
Social media also played a huge part in rolling out the announcement. We developed a social media plan to reach industry influencers and bloggers. TallGrass also helped DocuSign take advantage of their existing connections to activate the news: we enlisted partners to start conversations within their own networks, advised on an internal communication plan, and provided social media sample content to encourage employees to share the news.

Results

More than 20 major national and regional press hits on the day of the announcement, including from TechCrunch, GigaOM, Pando Daily, San Francisco Chronicle, Seattle Times and San Francisco Business Times

Upon the release of the news, DocuSign CEO Keith Krach was profiled in the Fortune Magazine and online at its sister site CNN/Fortune

DocuSign was recognized later in the year by the Wall Street Journal as one of its top 10 'Next Big Things'



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