

Object Marketing Adds RSS to Marketing Arsenal with Nooked

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Marketing firm Object Marketing is well known for integrating technology into creative marketing strategies for customers in the hi-tech industry. In fact, Object Marketing Director Andrew Smith was one of the first PR professionals to use email and the Internet as high impact public relations vehicles. With the recent introduction of weblogs and RSS into the communications sphere, Object Marketing was looking for a way to expand its services to offer news delivery via RSS as a value-added service to their clients.

“There is a real sense of excitement at the potential for RSS in the PR and marketing world - at least by those who understand what it is and are now actively using it and educating clients about its benefits,” said Smith.

Using Nooked, Object Marketing publishes RSS feeds for its clients and easily tracks their success with Nooked's real-time reporting features.

What is RSS?

RSS (Really Simple Syndication) is a new way to broadcast corporate news, offering a quicker, easier communications channel to customers, partners and journalists. RSS is published in feeds or channels, and is read using a new category of software called news aggregators. Unlike email, RSS empowers users who only subscribe to the news feeds they are interested in. Aggregators periodically check the RSS feeds a user is subscribed to, and displays the results when new news items have been published.

Journalists and webloggers have become early RSS adopters, making it important for marketing companies, like Object Marketing, to offer RSS feeds for their clients.

According to prominent blogger Charles Arthur, RSS can make a journalist's life easier.

“What your clients really need to have,” says Arthur, “is to supply information about their new stuff on RSS feeds. Then I could see what they were thinking and doing. Also, if a topic came up and I needed an opinion, I could see what theirs was right away - no need to even call first. And it would be quick, and wouldn't require lots of pre-approving of emails, and everyone would get your client's reaction at the same time.”

Nooked Makes RSS Easy

Object Marketing needed an easy solution for publishing and maintaining RSS feeds for their customers and chose Nooked because of its simple usability. Nooked designed its service to be as easy to use as possible, allowing Smith to publish a news post in seconds.

“Posting to an RSS feed using Nooked is simple,” said Smith. “It’s just like sending an email, except you can be confident that your message isn’t being blocked by spam filters or full inboxes.”

Measuring RSS Efforts

Every marketing company knows that being able to measure successes is critical. “Unless you can put your finger on exactly how useful a marketing program is, it’s very hard to know what works and what doesn’t for different clients,” said Smith.

Nooked tracks RSS traffic with up-to-the-moment circulation information about who is consuming news channels. With Nooked’s robust analytics engine, Object Marketing receives detailed reports that measure ROI for each of their customers using RSS.

Why Nooked?

“Nooked made it easy to add RSS to our arsenal of marketing tools,” said Smith. “The PR business is about to experience a significant change in approach, and using Nooked’s service to communicate with customers and journalists via RSS can make a difference.”

About Object Marketing

Object Marketing provides truly integrated marketing services with the 'hands on' involvement of highly experienced personnel, without large agency overheads. In operation since 1998, Object Marketing has implemented highly successful strategic PR and marketing communications programmes for some of the IT industry’s biggest brands including FileMaker, Zone Labs, Hyperion, IBM, Novell, CIX Online, Analitica and CompuServe.

About Nooked

Nooked is the creator of Nooked™, an online service that enables corporate communications professionals to publish corporate news in RSS feeds. Simple to deploy and easy to use, Nooked eliminates the technical barriers common in RSS publishing. Nooked has offices in Boston, MA and Sligo, Ireland. For more information visit www.nooked.com or call (617) 342-7317.