

Xero case study

Xero is online accounting software designed for small business and their advisors. Xero is listed on the New Zealand Stock Exchange and is a fast growing company with teams in Wellington, Auckland, Melbourne, Sydney, Brisbane and the UK.

PR Objectives

- To increase the profile of Xero with the national, IT, accounting and small business media
- To communicate the benefits of 'accounting in the cloud' to start-ups and small businesses
- To establish Xero as the alternative to MYOB

Approach

BENCH PR developed an 'Influencer Program' for Xero which included journalists, bloggers, financial advisors and industry commentators. BENCH PR proactively contacted these people with either ideas for potential stories or identified opportunities to work together with Xero.

BENCH PR also identified a number of profile opportunities for managing director Chris Ridd and supported Xero through social media, by sharing content from Xero's blog, posting media coverage and initiating conversations around the 'benefits of cloud'.

As a 'challenger brand' BENCH PR also developed and placed a number of opinion articles in key business publications, to provide advice to small businesses about their financial systems and establish the company as the 'online accounting platform of choice'.

Results

- In the three months from September to November 2011 BENCH PR achieved 64 pieces of media coverage for Xero. Interviews were set up with Sky News, The Sydney Morning Herald, IT News and articles were published in Dynamic Business, My Business, Public Accountant and the Herald Sun.
- http://www.computerworld.com.au/article/404321/q_xero_australian_md_chris_ridd/
- <http://www.heraldsun.com.au/business/coffee-oils-wheels-of-innovation/story-fn7j19iv-1226210669124>
- <http://www.mybusiness.com.au/finance/seven-ways-to-work-smarter-with-your-accountant>
- <http://www.smh.com.au/it-pro/business-it/myob-to-invest-another-100-million-in-rd-20111007-1ld7o.html>
- <http://www.theage.com.au/small-business/managing/difficult-client-how-to-get-paid-on-time-every-time-20110914-1k8yh.html>