



STORECONNECT

MEDIA CASE STUDY

StoreConnect is a solution for small and medium-sized eCommerce companies to compete with the Goliaths in the space.

E-COMMERCE

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In This Case Study,

WHO IS STORECONNECT?

With an extensive background as an entrepreneur and software-as-a-service (SAAS) technology developer, StoreConnect founder Mikel Lindsaar has noticed a concerning trend. Instead of supporting the growth of emerging eCommerce companies, most of the industry was focused on supporting enterprise-size companies. He founded StoreConnect as a solution for small and medium-sized eCommerce companies to compete with the Goliaths in the space.

eCommerce 1.0 began as simple online purchases. Retail giants like Amazon emerged, establishing online as a viable platform for big players.

This spurred eCommerce 2.0. Platforms like Shopify and Bigcommerce emerged, allowing startups and small businesses with physical storefronts to set up online stores quickly.

Problems emerge as SMBs attempt to scale their online businesses. Starting up is easy, but managing a growing company with inventory, multiple websites or locations, international sales, changing privacy laws for customer data, and customer service is labor-intensive and requires several platforms.

Online businesses fight for rapid growth, but once they achieve it, their costs escalate, and platforms fail to keep up, resulting in wasted time, money, and frustration. In the worst-case scenario, platforms fail to meet demand with devastating results for the business.

StoreConnect solves all of these problems. Build on the world's #1 CRM software, Salesforce, StoreConnect represents eCommerce 3.0. It allows SMBs to consolidate marketing, sales, analytics, and support channels into one system.

While Salesforce is designed for enterprise-level businesses, StoreConnect is ideal for companies with less revenue and greater potential.

INDUSTRY:

eCommerce, SAAS

THE CHALLENGE:

As a startup with a disruptively innovative solution, StoreConnect wanted to find ways to rapidly grow and get its message to as many people as possible. The target market size is significant but needs to be educated on the limits of their current systems and how much time and money they can save with StoreConnect.

Prospects need to be educated on the full scope of StoreConnect's capabilities as while many of them have eCommerce, CMS, Point of Sale and membership systems, they are often in different platforms requiring people and systems to keep them communicating to each other.

StoreConnect provides them a single, scalable, centralized, integrated platform. When prospects see a demonstration of the product, they are always impressed.

The Salesforce ecosystem is massive, including thousands of software vendors and tens of thousands of applications on the AppExchange. Standing out in such a vast and noisy community requires a unique approach.

The StoreConnect sales team needs social proof and market traction to increase demand and jumpstart the client acquisition process and reduce the time to close.

MEDIA EXPOSURE METRICS:

JOTO PR created a media outreach campaign that resulted in 30 major media stories published in 9 months, including articles, interviews, and TV and radio segments. One interview with founder Mikel Lindsaar titled *5 Things You Need To Know To Create A Successful Service Based Business* was published by a Tier 6 (high) media outlet, Authority Magazine.

These 30 placements equate to an exposure aggregate of 154,552,491 unique views (and climbing). Per industry standards, you can expect 2.5%, or 3,863,812 people, to have read articles or have seen or listened to news clips in the first nine months of the campaign. The thought leadership top-of-funnel exposure gave StoreConnect the traction they needed to start being recognized as a key player in their industry.

THE RESULTS:

Working closely with Mikel Lindsaar and his team, JOTO PR leveraged industry news and common eCommerce pain points to clarify the revolutionary solution StoreConnect offers the industry.

We crafted messages outlining StoreConnect's competitive advantages for each stakeholder, including business owners, HR representatives, and marketing professionals.

The media picked up and broadly promoted the insightful and timely work. Mikel Lindsaar is gaining traction as a thought leader in his industry.

For that level of exposure in paid advertising, StoreConnect would have invested over \$1.5 million dollars.

It has been a successful campaign for StoreConnect and JOTO PR. We look forward to getting more media opportunities as we continue to deliver on the strategy.

- In only nine months, 30 placements for StoreConnect are equivalent exposure to \$1,626,986 in paid print and media advertising.
- Mikel Lindsaar is gaining traction as a thought leader in his industry

AND STORECONNECT RESPONDED!

"We are delighted with the traction JOTO PR Disruptors has created in such a short period of time and are excited about the coming year. The nature of our conversation with prospects is beginning to change as more people understand the unique value StoreConnect brings to the marketplace. There are extra hurdles to overcome when you bring a new evolution of technology to an existing and rapidly growing industry. Marketing alone isn't enough to inform and influence key decision-makers. JOTO PR provides the leverage and knowledge we need to be able to get our message to market."

~ Mikel Lindsaar, CEO and Founder of StoreConnect.



ABOUT STORECONNECT:

Mikel Lindsaar, CEO and Founder of StoreConnect, is an experienced technology entrepreneur whose mission is to infuse small and medium-sized businesses with the power to be successful in eCommerce 3.0 and scale to meet growing demand. Small businesses can't waste time setting up their business on a platform only to repeat the process by changing platforms when they want to scale, nor do they want to waste time figuring out how to integrate multiple platforms. StoreConnect (built on the World's Number 1 CRM, Salesforce), gives clients a complete, powerful, configurable eCommerce and CRM solution where they can manage their website, online and in-store sales, provide fantastic customer service, run all their digital marketing campaigns and have up-to-date detailed metrics, reporting and full understanding of their customer. They were awarded Salesforce's 2021 International Partner Innovation Award of the year for the Retail sector. They are changing the ease with which small businesses are run — with a manageable price tag. StoreConnect is Time. Well Spent. Visit <https://getStoreConnect.com/>

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