

CASE STUDY

Creating a Market Leader: Attune Drives Strategic PR and Digital Content Machine for Chime

HIGHLIGHTS

Within the first year of working together, Chime:



Saw a **30%** increase in sales which was tied back directly to PR efforts



Garnered **18** industry award wins centered on innovation message



Developed nearly **100** pieces of strategic PR and digital marketing content

BACKGROUND

Chime Technologies is considered a real estate technology innovator, but it hasn't always been that way. The company provides real estate agents, teams and brokerages with an AI-powered platform designed to help accelerate sales. When Attune first began working with Chime, the company was in its infancy with limited marketing resources and an evolving business strategy. Operating in a market that was notoriously slow to adopt technology, Attune needed to not only build awareness of Chime among key audiences, but educate these prospects on the value of the technology and how it could directly impact their real estate business.

Challenge

- Minimal marketing resources in place
- Unorthodox corporate structure – part of a holding company, but perceived as a startup
- Limited brand awareness among core real estate audiences

Objectives

Attune developed a strategic communications plan to highlight Chime's commitment to developing innovative technology solutions, purpose built for the real estate industry, and how the company could deliver meaningful business results for customers. An essential piece of the story was emphasizing that many of Chime's capabilities were designed and delivered based on specific feedback from their core customer base (real estate agents/teams/brokerages). For this audience, it was important to communicate how technology and automation were critical to help time strapped agents work smarter and not harder, and effectively grow their business.

The PR program focused on three core areas:

- 1** | strategic news pipeline
- 2** | thoughtful media relations and
- 3** | third-party validation including customer case study development and industry award submissions.

“Attune has been the best investment our company has made relative to marketing and being out front. They take the time to understand our business, listen more than they talk, take our philosophy and ideas and turn them into tangible pieces that our entire industry takes note of. I cannot say enough about the return on investment, never mind the enjoyment I get from working with such pros day in and day out.”

– **Mike McGowan**, *V/P*, Chime

SOLUTION

During the first year, Attune built a groundswell of media interest through cool products and happy customers, setting Chime up for success in the following year when the company caught fire. To support this effort, Attune expanded the program to include digital content development which encompassed revitalizing the corporate blog.

When the pandemic hit, Attune quickly tweaked the messaging to focus on technology as an unlikely ally for real estate pros in these strange times. Packaging Chime's concerted efforts to help agents survive and thrive in 2020, Attune built a cohesive communications campaign which yielded feature coverage as an industry leader, inclusion in trend stories, and a slew of industry awards. The Attune team secured so many award wins in fact (seven!) that it

was even referenced by industry media. These efforts culminated in an incredibly important metric when, in April of 2020, Chime saw a 30% increase in sales which was tied back directly to the efforts of PR.

Attune continued to execute core programs and in early 2021, the company announced it had not only reached profitability, but had overtaken two of the industry stalwarts to become the #3 vendor in the market in just four years. That growth was reflected in media coverage as well. A recent headline in a top industry publication cited Chime in the subhead of a competitor's story, effectively crowding their announcement. Chime is no longer fighting to garner awareness but has rapidly become a lighthouse company in the real estate technology market.

RESULTS

- Within the first year, drove a 58% increase in media placements including breakout coverage in outlets new to Chime
- Creation of consistent news pipeline outpaced competitors by 2x
- Increased headline coverage featuring Chime and leading with the innovation message
- Developed nearly 100 pieces of strategic content across key communications channels including corporate blog posts, award submissions, thought leadership articles, customer case studies, and social media content
- Attune-led COVID response campaign generated 5 industry award wins and 4 pieces of coverage within targeted outlets

Attune continues to serve as the de facto marketing department, expanding the program to include strategic content marketing and spearhead the overall management of all content (video, blog, sponsored content, etc.) to arm the Chime sales team with the assets needed for success.