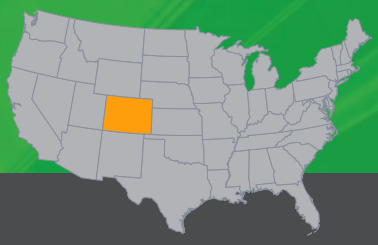
New Company Launch

Investment: $10,000/month | Timeframe: 16 months | Location: Colorado



Bid4Vacations.com

Internet Start-Up • Online Auctions Site • Female Founder / CEO • B-to-C Pioneer

CHALLENGE: After an initial round of venture capital funding, Bid4Vacations.com needed a public relations strategy that could create national exposure among consumers and business partners within a medium-sized budget. They needed a PR firm with innovation and the desire to push the envelope when it came to creating consumer awareness. Eye-To-Eye Communications was faced with the challenge of promoting this new business enterprise and its founder so as to attract consumers, prospective business partners and additional investors.

RESULTS:

- **80 Print Articles** – *Yahoo! Internet Life, USA Today, Red Herring, New York Times, Denver Post, San Francisco Chronicle* and *Good Housekeeping*
- **90 Online Articles**
- **12 Executive Speaking Engagements** – Trade Shows / Business Forums / Expert Panels
- **TV/ Radio Broadcasts** including CNN and "Fox & Friends"
- **20 Million Hits** per Month
- B-to-B PR aided in the acquisition of **700 Properties** for auction
- Subsequent Rounds of **Financing**
- Developed New Press Kit & Key Messaging Document

"As a founder and CEO of an Internet start-up, I had to be sure I was working with people who could make things happen with limited budgets. When I first met Cathy & John, I knew they were perfect for our company. The questions they asked, along with their passion and drive, set them apart from any other business partner I'd worked with. They became part of my management team instantly."

– Pamela Bergeson
Founder & CEO

eyeTOeye communications