

MUCK RACK

CASE STUDY



LEARN HOW THE LEADING INFLIGHT INTERNET AND ENTERTAINMENT PROVIDER:

- Connects with top tier media
- Stays up-to-date with journalist social media mentions
- Stays on top of critical media mentions in real time
- Tracks important article mentions and measures success

AFTER USING MUCK RACK FOR A YEAR, GOGO'S ASSOCIATE COMMUNICATIONS MANAGER MORGAN PAINTER SAYS:

"Muck Rack is truly a fantastic investment. Muck Rack has enabled us to explore media relationships in new markets and monitor industry news in a real-time ability that is unprecedented to anything else out there."





IN THEIR OWN WORDS:

Gogo's Favorite Muck Rack Features



ALERTS

My favorite aspect of Muck Rack is definitely Alerts. I have several keywords set up and receive around 30 alerts per day. Seeing these important media alerts come straight to my inbox in real time is a major benefit. Being able to stay in front of the news gives us the ability to anticipate and plan for various scenarios. Muck Rack alerts are the most timely and accurate of all the alerts I've tried

As you can imagine, a major company like Gogo receives hundreds of tweets per day, primarily customer service related. Now, instead of having to monitor all of our daily tweets, those that are most relevant to me are sent directly to my inbox using Muck Rack's alerts, so I can respond quickly without wasting any additional time.

As the leader in our industry, it's really important for us to be able to use Muck Rack alerts not only to monitor our news, but to monitor industry news as well as competitor news. Seeing what the industry is talking about helps us both develop ideas, position messaging, and insert ourselves into current trend stories.



LIST BUILDING

Muck Rack's list building feature is a game-changer. Previously, I tracked and updated my media via an Excel spreadsheet which was very tedious, but now I solely track media using Muck Rack lists.

There are several things I really love about Muck Rack's list building feature:

- I'm able to discover new journalists talking about my industry. For example, if I type in "inflight wifi", I'm able to easily scan and research who is talking about this topic. I'm able to review previous stories they've written and I can add them to a list to continue keeping an eye on what they're posting.
- I'm able to research and get to know journalists in new markets. Gogo is in the process of expanding globally. We have strong media relationships in North America, but Muck Rack has been an invaluable tool as we prepare to enter new markets where we're not yet well-known.
- I'm able to stay up-to-date with individuals. Muck Rack offers so much more than just a media member's contact information. I love that I'm able to click on a journalist's name from my list and see their latest tweets and links to their latest stories. It helps me stay up-to-date and write stronger pitches tailored just to them.



COVERAGE REPORTS AND WHO SHARED MY LINK

Coverage Reports and Who Shared My Link are great tools, especially when it comes to managing internal company expectations. For example, when a media article was released that didn't paint Gogo in the best light, naturally, our internal team began to worry. However, after running the link through Who Shared My Link, I was able to share with leadership that the reach of the article and the number of journalists sharing the article wasn't actually as large as they initially thought. Who Shared helps us to quantify reach, which is extremely important to Gogo.



Five Fast Questions WITH MORGAN PAINTER

1. TELL US ABOUT SOME OF GOGO'S MAJOR COMMUNICATIONS GOALS.

For us, it's all about telling our story. We created this industry and have an immense amount of knowledge about what it takes to be the leader. Our business is incredibly complex, and it's a new industry – so from a media perspective, it creates some challenges. Being able to appropriately identify those monitoring our industry – whether that be the growth, the technology, new airline partners etc. and get them to understand our business and long-term goals is huge.

2. WHAT ARE YOUR FAVORITE ASPECTS OF MUCK RACK?

I'm a big fan of Muck Rack Alerts. I have several keywords set up around the company, our industry, and our leadership team and receive around 30 alerts per day. Seeing these important media alerts come straight to my inbox in real time is a major benefit.

3. IF YOU HAD TO EXPLAIN HOW YOU USE MUCK RACK TO SOMEONE IN A 140-CHARACTER TWEET OR A 10-SECOND SNAPCHAT STORY, WHAT WOULD YOU SAY?

Muck Rack is the new way for PR professionals to find and connect with members of the media across the world.

4. HOW WOULD YOU DESCRIBE YOUR EXPERIENCE WITH MUCK RACK IN THREE WORDS?

Awesome, helpful and game-changing.

5. WHAT WOULD YOUR JOB BE LIKE IF YOU DIDN'T HAVE MUCK RACK?

Harder! I would spend a lot more time monitoring Gogo's social media channels for media mentions, researching the web for new media contacts and pulling detailed background on individuals.

"We see our relationship with Muck Rack as a collaboration. The customer success team is extremely responsive, willing to help and always open to new ideas and suggestions. This is quite a different experience than other media software we've used in the past."

— MORGAN PAINTER

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