

Driving Success: Hard Numbers' Blueprint for Tech PR Excellence with AP Planner



I don't understand why every PR professional doesn't subscribe to it. When you think about it, it's a no-brainer to want something like this. One of the biggest challenges as a PR professional is getting the attention of journalists and knowing what they're writing about. If you know a week in advance what the business editor of The Times is likely to be covering, it makes everything so much easier

Darryl Sparey, Managing Director, Hard Numbers

About Hard Numbers

Hard Numbers is a performance-driven B2B tech PR agency that has transformed its media relations approach through strategic planning and data-driven execution. The agency's commitment to measurable results and innovative PR strategies has established them as a leader in the tech PR sector.



Objectives

Hard Numbers faced several key challenges in their PR operations that they needed to address:

- Reducing time spent on manual research and data structuring
- Efficiently organizing and tracking future events and opportunities
- Managing media relationships effectively
- Demonstrating clear ROI to clients
- Maintaining high pitch conversion rates

The Winning Formula: 4 Pillars of Success

Hard Numbers' media team relies on a strategic approach powered by AP Planner to achieve consistent success:



New Business Pitches

- Creates 3-6 month opportunity timelines for clients
- Incorporates forward planning in every pitch meeting
- Uses data-driven insights to differentiate from competitors
- Accesses 200,000+ future media events



Awards Programs Management

- Identifies relevant industry awards
- Creates exportable awards lists
- Tracks submission deadlines
- Achieves client KPIs for award nominations



Weekly Newsjacking Meetings

- Conducts dedicated weekly planning meetings
- Combines client updates with industry event insights
- Develops targeted newsjacking angles
- Monitors industry developments in real-time



Campaign Timing Optimization

- Identifies optimal timing windows
- Avoids conflicts with major industry events
- Plans around key announcements
- Maximizes media attention

Unlocking PR Potential: The Power of AP Planner

When Hard Numbers first implemented AP Planner, they discovered it was far more than just another PR tool - it was like having an additional team member who never sleeps. "Initially, we were just looking for a better way to track media opportunities," recalls Darryl Sparey. "What we found was a complete game-changer for our entire PR operation."

At the heart of this transformation lies Onclusive's vast intelligence network - a living, breathing database of over 200,000 future events that grows and updates continuously. For Hard Numbers' team, this meant the end of endless Google searches and manual spreadsheet updates. Instead, they could instantly tap into a goldmine of opportunities with just a few clicks.

The platform's smart filtering system proved particularly valuable for their tech-focused clients.

"When you're working in specific tech sectors, timing and relevance are everything," explains Sparey. "Being able to filter events and announcements by industry, then drill down into specific timeframes up to 12 months ahead - it's like having a crystal ball for PR planning."

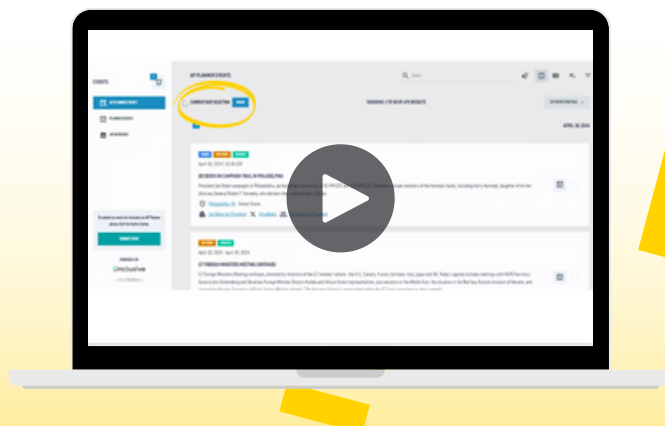
But the real magic happened when the team began using the platform's collaboration features. Gone were the days of scattered email threads and disconnected planning documents.

Gain the advantage with AP Planner. Our database of future events helps you stay proactive, maximize visibility, and protect your brand reputation.

Now, they could export perfectly structured plans straight to their clients, complete with upcoming opportunities, potential angles, and clear timelines. "It's transformed how we work with clients," notes Sparey. "We're not just sharing plans; we're sharing vision and strategy."

The platform's tracking capabilities added another dimension to their service. Instead of merely promising results, Hard Numbers could now demonstrate them in real-time. Every piece of coverage, every successful pitch, every campaign outcome was meticulously tracked and analyzed. This data-driven approach not only helped prove ROI to clients but also allowed the team to continuously refine and improve their strategies.

"What makes AP Planner special isn't just what it does - it's how it changes the way you work," reflects Sparey. "We've moved from spending hours gathering intelligence to spending that time actually using it. That's the kind of efficiency that helps you win in this industry."



Measurable Outcomes

Hard Numbers has achieved impressive results using AP Planner:

135+	Media opportunities generated
50%+	Pitch conversion rate
50%	Reduction in manual research time
100+	Media outlets secured coverage

Featured Coverage Secured

The Telegraph Forbes ComputerWeekly CITYAM. MailOnline msn

Transforming Automotive PR: A Success Story

The true power of AP Planner comes to life through Hard Numbers' work with their automotive clients. When automotive service provider FixMyCar and motorway service operator Roadchef needed to strengthen their media presence, Hard Numbers turned to AP Planner to revolutionize their approach.

"Our automotive clients operate in a fast-moving industry where timing is everything," explains Darryl Sparey. "Whether it's responding to the latest EV sales figures or planning around peak holiday traffic, we needed to be ahead of the curve."

Using Planner, the team crafted a proactive strategy that transformed their daily operations. They monitored National Highways data releases and SMMT car sales figures, timing their announcements perfectly to align with industry news cycles. This strategic approach paid off particularly well during a campaign around electric vehicle adoption, where advance knowledge of SMMT announcements allowed them to prepare compelling commentary that secured national coverage.

Gain a competitive edge with AP Planner. Access real-time insights from 120,000+ events and a 12-month news agenda to elevate your campaigns.

[Arrange a Demo](#)

The Ripple Effect: Benefits Across the Board

The implementation of AP Planner created a cascade of positive changes throughout Hard Numbers' operations. Perhaps most striking was the dramatic reduction in time spent on manual research - a staggering 50% decrease that freed up team members to focus on strategic work.

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This efficiency boost had far-reaching effects. The team found themselves spending less time searching for opportunities and more time crafting compelling stories. "When you're not buried in spreadsheets trying to track down information, you can actually focus on what matters - creating campaigns that resonate," notes Sparey.

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Client relationships flourished under the new approach. With more time for strategic consulting and clear ROI demonstrations, Hard Numbers strengthened their partnerships and delivered more value. Their media relations saw similar improvements - journalists responded more positively to their better-timed, more targeted pitches.

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The transformation was particularly evident in their proactive work. Rather than reacting to industry news, the team could spot opportunities weeks in advance, prepare thoroughly, and execute perfectly timed campaigns. This strategic foresight not only improved their success rate but also positioned Hard Numbers as a more valuable partner to their clients.

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"We've moved from being reactive to proactive," Sparey reflects. "When you can show a client exactly what opportunities are coming up in the next quarter, and exactly how you plan to capitalize on them - that's when you become indispensable."

Conclusion

By combining strategic planning with APs forward planning technology, Hard Numbers has created a proven formula for PR success. Their experience demonstrates that with the right tools and approach, agencies can dramatically improve their media relations and CLIENT PITCHING effectiveness, while SIGNIFICANTLY reducing time spent on manual tasks.

READY TO DO THE SAME?

Speak to an expert



About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.