

Bateman Group is an integrated public relations and social media communications firm founded in 2004 around a compelling vision – to make a bigger market impact for a smaller, more select group of companies. Our ideal clients are companies, regardless of size, solving real problems in ground-breaking and sometimes disruptive ways that value content expertise, exceptional writing and guaranteed senior-level attention from their communications partner above all else. Based in San Francisco with offices in New York City, Bateman Group set out to be distinctive through its approach to planning, ability to deliver excellent results, pursuit of client satisfaction and creative program execution. Fundamentally, Bateman Group is about accountability. We understand that a well-developed communications strategy is useless if measurable returns cannot be realized. We insist on correlating every client’s investment with their bottom line returns, such as improved stock valuation, market share gains and increased revenue.



Formula for Success

PR agencies are notorious for high turnover – 25 percent on average for firms nationwide. Key to our success has been our ability to maintain one the highest employee retention rates in the industry (turnover is less than 5 percent). The agency received national recognition for exceptional employee retention in a 2008 market research report on PR agency turnover by StevensGouldPincus, which highlighted our progressive employment policies and innovative working environment. Keeping employee turnover low is a pre-requisite for keeping client retention high. So is maintaining a quality of work that takes real time and attention. To ensure success, our approach has been to take on new clients more slowly than other firms. Current and former clients will reinforce that no one is better structured to invest more time, be as thoughtful or as thorough, or know as much about their business as the Bateman Group.



Industry Recognition

Our strategy for employee and client retention has paid off in more ways than one. In the last three years, Bateman Group was named one of the “Best Boutique Agencies to Work For” by The Holmes Report; hailed as “One of Silicon Valley’s top-tier tech agencies” by PR WEEK; and won a Gold Bulldog Media Award for Best Consumer Tech Launch. In addition, the agency was named a Silver SABRE awards finalist for our work with The Open Group and won a Bronze SABRE Certificate of Excellence award for work in North America with Panda Security of Madrid, Spain.



“Each individual team member is a seasoned PR professional who understands our technology, which is complex, and has a working knowledge of the markets we serve.”

**Randy Clark, CMO,
Platform Computing**

Nurture Opinions

The current market environment rewards dialogue and conversation. Bateman Group was among the first to deliver a truly integrated service offering, combining best practices in social media marketing and traditional PR to help our clients improve customer connectivity, corporate reputation and sales lead generation as well as nurture individual opinions and attitudes about their brands. We feel this integrated approach is the only way to bring together all of the evolving forces in play to our clients’ advantage.

Provide Maximum Value



Clear Benefits

From our roots in deep technology, we've evolved our domain expertise to stay a few steps ahead of the market. Today, our clients represent both new and established brands spanning Enterprise and Cloud Computing; Digital Media and Advertising, Security, Wireless and Mobility; Green Tech and Sustainability; Professional Services; and even Consumer Lifestyle. The benefits are clear: You get experienced professionals who not only understand your business, but have a longer-term perspective on your market and intuitive sense of market history that's invaluable in guiding your PR strategy.

"Bateman Group understands the art and science of business communications."

**Jack Jia, Founder,
Baynote**