

bbotx inc.

Industry expertise as the foundation for an effective content program

Objective: Establish brand and personal recognition by leveraging industry expertise into a strategic contributed content program

Achievements:

- Secured on-going coverage in relevant and well regarded niche publications in the Internet of Things (IoT) sector
- Successfully positioned the bbotx team as thought leaders in their industry
- Strategically built bbotx's external audience

The Agency worked with [bbotx inc.](#), a startup that is creating software and hardware products specifically for the Industrial Internet of Things (IIoT), to help build the company brand through effective external content placement.

We began by researching the backgrounds of the bbotx co-founders, Paul Hanson and Geoff Kratz, to understand their niche within the IoT/tech industry, including: software product development, business development, global business, mobile technology, and large-scale system design and development. Developing our own understanding of these components was key to launching a successful content strategy for the company – we needed to understand it to write about it. This also helped us get to know Paul and Geoff's stance, opinions, and thoughts on certain topics related to the industry as well as their communication and writing styles.

The next step was brainstorming ideas around bbotx, its products, and other areas of interest to the team. Once we created the extensive list of potential topics and titles, we began collaborating with Paul and Geoff on articles. Our job was to essentially "translate" the high-level thoughts and opinions of the bbotx team and present them in a way that would appeal to their peers and potential clients. We supported Paul and Geoff in the conceptualization and editing process of their own content, as well as collaborated with them to ghostwrite on their behalf.

In addition to the information they wrote about in their thought leadership pieces, Paul and Geoff also regularly included their sentiments on hot-button issues in the IoT that they felt strongly about, such as unnecessarily connected devices, and the insecurity of many consumer-facing IoT products. It was important to incorporate these views in their pieces and convey that Paul and Geoff had the authority to back up their opinions.

Due to the niche nature of bbotx, the completed articles needed to be pitched to highly relevant industry publications and websites. We conducted research to determine what outlets would be the right fit for Paul and Geoff, and then collected the editorial calendars and contact information for each. We focused on pitching the articles to outlets that would accept the strong opinions of the bbotx team – no "fluff" pieces!



Outcomes

- IoT Journal published articles by Paul and Geoff:
 - [IoT and Brand Management & Why Your Servers May Be the Weakest Link in Your IoT Security](#)
- Manufacturing.net published Paul's article: [Smokestack Meets IoT](#)
- IoT Evolution featured a guest post by Paul in both the online and print versions: [Lessons for IoT from the Frontlines of B2B](#)
- DZone extensively interviewed and quoted Paul for their [Guide to The Internet of Things](#).

4

PIECES OF COVERAGE:

198K

ONLINE READERSHIP:

1.54K

ESTIMATED COVERAGE VIEWS:

150

SOCIAL SHARES:

3

LINKS FROM COVERAGE:

3K

AVE: