

## CASE STUDY

# Collaborative Content Development

## Establishing Thought Leadership in a Crowded IIoT Space to Support Ecosystem and Partner Development

*IoT ONE is an IIoT insights and advisory firm.*

### 1 BACKGROUND



GE Digital

GE Predix is a first mover in the Industrial IoT development platform industry. Due to disruption from new entrants and market trend shifts, they are facing challenges maintaining market leadership. Their internal commercial teams did not have the capability to engage the industrial digital innovation ecosystem to showcase their product and generate direct and indirect sales leads.

### 2 OBJECTIVES

Increase brand awareness as thought leaders in IIoT markets.

Support the development of their innovation ecosystems.

Broadcast opportunities to engage as potential partners or portfolio companies.

### 3 SCOPE

- Content:** Podcast series covering 3 themes with a whitepaper to synthesize conclusions
- Audience:** Potential portfolio companies, investors, independent software vendors (ISVs), original equipment manufacturers (OEMs), end users
- Geography:** United States, Europe, Foundry hubs

# IoT ONE engaged influential thought leaders to accelerate marketing goals.

## 4 SOLUTION

IoT ONE customized a market leadership program to create and publish content on digital channels, and manage marketing performance, with the objective of establishing the client as an authority in the IIoT industry and generating potential leads.

By co-branding with industry experts, marketing messages become more credible, and the confidence of potential partners and customers increase. IoT ONE brings a curated network of industry experts, academic leaders, and business leaders to craft campaigns and amplify messages to achieve brand marketing goals.

## 5 PROCESS

Three parallel work streams complemented each other to magnify brand awareness:

<b>Lead Generation</b>	<b>Product Launch Awareness</b>	<b>Brand Positioning</b>
<b>IoT ONE RFI Channels</b> 	<b>Featured Case Studies</b> 	<b>Verified Vendor Status</b> 
<b>Gated Content</b> 	<b>Digital Marketing Channels</b> 	<b>Top Search Ranking</b> 
<b>IoT ONE User Analytics</b> 	<b>IoT Market Indices</b> 	<b>Partner Case Study Links</b> 

## 6 QUARTERLY RESULTS

- ✓ 174,000+ impressions across all digital marketing channels for branded content
- ✓ 2,500+ client-branded white paper downloads
- ✓ 12,000+ co-branded podcast downloads