

# Calysto Turns “No News” into Big Presence for Excelacom

Excelacom is a global consulting, services and technology solutions provider, helping the world's largest competitive service providers (CSPs) solve some of their biggest technology and business challenges. These include migrating operational and billing support systems (OSS/BSS) to meet the demands of new services, such as the Internet of Things (IoT), or to meet competitive threats from over-the-top (OTT) service providers. These challenges also include helping CSPs transform their business processes to improve the customer experience.

## Program Goals:

- Raise the profile of Excelacom with the industry media
- Originally the company had one Thought Leader who subsequently left the company. Calysto helped to spread this role to several subject matter experts
- Establish expert voices for North America, Latin America and Europe to support the sales teams in those areas

## CHALLENGE

As a consultancy, Excelacom did not have “news,” per se—it did not announce new products, and did not generally speak with the media because of the sensitivity of its relationships with its customers. What it had, however, was a wealth of valuable information on the key issues communications providers are grappling with every day. The company had a limited budget but needed consistent results.

**Calysto created a robust content marketing program for Excelacom, with a focus on placing contributed articles on the trends and issues impacting CSPs to show the company's wide-ranging expertise and geographical relevance. This included:**

- » Aggressively expanding the media list by targeting publications that accept contributed articles, blogs and Thought Leadership articles
- » Creating highly detailed pitches on trends and issues important to their customers, and pitch based on longstanding, curated relationships with media outlets
- » Developing a detailed editorial calendar from the key publications relevant to Excelacom's areas of expertise
- » Drafting articles to completion
- » Responding to short-term media opportunities as they arise to drive additional placements
- » Developing a strategic social media plan, including specific recommendations when articles were posted, to help drive social media activity
- » Developing a repurposing strategy to revise the published contributed articles to use in the company blog and to drive SEO for the company website
- » Repurposing article abstracts for use as speaking submissions for trade shows and conferences

## ▼ RESULTS

- » Secured coverage for Excelacom in leading wireless, telecom, cable and IoT publications, including *WirelessWeek*, *RCR Wireless*, *IoT Evolution*, *Pipeline Magazine*, *The Fast Mode*, *Developing Telecoms*, *Connected World*, and others
- » Excelacom has averaged more than one article placement per month since the program began, and several months have seen multiple article placements
- » Established CTO as a Thought Leader in OSS as it relates to a variety of trends and issues in the industry, including The Internet of Things (IoT), Big Data, the Digital Transformation, Customer Experience, and Software-Defined Networks (SDN)
- » Raised the profiles of the Latin American general manager, European general manager, director of marketing and products, and others throughout the company as subject matter experts in their respective focus areas
- » Helped Excelacom repurpose published content to bolster its company blog and SEO with relevant content on the trends and issues impacting their customers' markets
- » Secured speaking opportunities at ComptelPLUS/INCOMPAS and IoT Evolution based on repurposed abstracts