



Case Study: Baicells Launch With No News



Marketing Goal: Launch [Baicells](#) in the US market without news

How: Leveraged Content Marketing and Public Relations to:

- Define the Baicells technology “story” with Strategic Positioning and supporting messages that clearly differentiate and provide a clear understanding of the company’s business model, strategy and goals. Clearly define the Baicells technology value proposition and differentiation.
- Position the company leading up to IW CE and build initial relationships
- Dramatically increase relationships and build awareness through a Press and Analyst Tour
- Begin a sustainable program that is driven throughout the year, including establishing Baicells executives as industry leaders and subject matter experts
- Establish Baicells as a market leader

Results: Due to Calysto’s efforts, top-tier industry analysts quickly began to understand Baicells role in the market and the media picked up on the story Baicells had to tell:

- Created key product messaging and other tools to support media and analyst outreach that can be repurposed going forth
- Set up and conducted more than 20 interviews and set the “tone” for ongoing efforts
- Garnered more than 12 pieces of editorial coverage
- Established key executive as not only a thought leader, but an industry leader with Baicells being a “Company to watch”
- Positioned Baicells in a way that it can do bigger brand building campaigns to elevate Baicells even more, particularly in the greater telecom and wireless industries