

How Calysto Increased Awareness of an IoT Brand with ‘No News’

The Internet of Things (IoT) is one of the most hyped technology sectors in recent memory. The promise to connect billions of “things” over the internet holds tremendous promise for companies across all industries and in every corner of the world. Inmarsat, a global satellite connectivity provider, for years has been delivering connectivity to applications and businesses around the world but was known as a “satellite company,” not an IoT company.

▼ CAMPAIGN OBJECTIVES

- Increase awareness of Inmarsat’s IoT offerings among global target audiences.
- Increase awareness of Inmarsat’s IoT offerings in vertical markets including Oil and Gas, Fleet, Heavy Machinery, Utilities.
- Position key IoT executive as a subject matter expert.

▼ RESULTS

The overall success of the program was measured by key IoT message pull through and success in reaching hundreds of thousands of potential customers with targeted vertical media placements.

- » Coverage exceeded expectations, more than doubling campaign goals.
- » 100 percent of the articles had positive message pull through of Inmarsat’s IoT messages.
- » More than 15 contributed articles were secured in the absence of news releases and customer case studies over a four-month period.
- » Inmarsat’s IoT executive was subsequently called on for speaking opportunities and as a third-party expert in articles post-campaign in both IoT and vertical publications.



CHALLENGE

Satellite connectivity has often been considered the most expensive connectivity option. Inmarsat needed to change market perception that due to cost it was a last resort option for IoT connectivity to one where it was the *best option for ubiquitous IoT connectivity*, providing reliable connectivity anywhere in the world, through one service provider, with competitive pricing.

▼ SOLUTION

- Conducted a Corporate Business Positioning program, a guided review of the company’s IoT Value Proposition, Strategic Positioning, Key Company Messages and Proof Points.
 - ✓ Developed and honed Inmarsat’s IoT competitive messages and key differentiators in the market in a series of vertical industries to develop a clear, concise and unique messaging platform from which all of the company’s subsequent content was drawn.
 - ✓ Demonstrated quantifiable benefits and key differentiators that Inmarsat provides to its customers.
 - ✓ Tested messages with key analysts to inform, educate and earn as third-party influencers (Champion Analysts) when called upon by the media for feedback on Inmarsat’s IoT strategy.
 - ✓ Conducted secondary research to shape vertical market messaging. In each vertical industry, the Calysto team pinpointed pain points that resonated with the target audience.
 - ✓ Final messages included the global nature of its connectivity capabilities, its ultra-reliable nature, and its strong partner ecosystem.
- Created an Annual Media Relations Plan to support the company’s annual business plan and subsequent monthly, targeted plans were based on the overall messaging, analyst response, the research findings and the experience of the Calysto’s expert team.
- Developed a trends and issues bank of abstracts. From that bank, drafted a series of press releases, contributed articles and blogs to pitch to leading vertical market and IoT publications to showcase Inmarsat’s value across vertical markets.
- Executed a targeted, vertical business-to-business media relations campaign. The Calysto team was challenged with “no news” and no customer stories, and thus turned to Inmarsat subject matter experts to launch a contributed article campaign to become top-of-mind for influencers and potential customers.
- Repurposed content where applicable across vertical markets to contain costs.

“Calysto helped us refine our go-to-market messaging for IoT and developed a solid media and analyst relations and content market strategy to help us grow mindshare for the company and thought leadership for myself and our executives. I’d highly recommend Calysto for any company looking to grow its presence in IoT, including in vertical markets, as well as further relations with key IoT players.” **CHUCK MOSELEY, SALES DIRECTOR, INMARSAT**