



## Longview IoT: Driving Sales Leads with Content Marketing

LONGVIEW

### SITUATION:

[Longview IoT](#) is a start-up in the competitive IoT solutions market. It helps enterprises quickly implement and scale their IoT initiatives by providing a comprehensive IoT solution that incorporates application, cloud, gateway and sensors. The company has several unique technology differentiators, including triple-layer security and its Super-B protocol, which helps companies overcome one of the key challenges with many IoT solutions using [LoRaWAN](#)—the ability to conduct firmware over the air updates. Longview IoT’s business goals were to drive new leads for its sales teams through an aggressive schedule of white papers, blogs, contributed articles and social media posts.

### CHALLENGE:

Longview IoT saw an opportunity in the [booming IoT market](#). While the market boasted hundreds of companies who offer IoT platforms, the market lacked an easy-to-use, comprehensive IoT solution that encompasses application, cloud, gateway and sensors. However, those hundreds of companies created a significant “noise” in the market, making it difficult for Longview IoT to gain customer traction.

In addition, although the Internet of Things is growing rapidly, it is still in its infancy, so Longview IoT also needed to contribute educational content to the conversation to help potential customers understand not only the benefits of Longview IoT’s solution, but the benefits of the IoT overall.



## Social Media Marketing Amplification

- Developed and executed the social media strategy to amplify Longview IoT's earned and owned content and to promote Calysto-created downloadable assets
- Developed all social content including blogs, posts, tweets, articles and more
- Posted on behalf of Longview IoT in a consistent and steady cadence

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**SOLUTION:** [Calysto](#) developed a strategy that included a comprehensive [content marketing](#) program to explain the fundamentals of IoT as well as the unique benefits and differentiators of Longview IoT's solution. Key to this program was developing and "repurposing" content in multiple formats for consumption by different [buyer's personas](#).

The content program kicked off with the development of a robust Content Calendar that covered a variety of education, market leadership, and Thought Leadership topics that spanned SEO-friendly white papers, contributed articles and recurring columns, company blogs, LinkedIn articles and social media content.

The strategy included:

- A positioning and messaging refinement with Longview IoT to pull out the company's true market and technology differentiators
- A robust content plan and content calendar that included a strategy for the myriad ways each piece of content would be repurposed
- The development of a library of abstracts and pitches to approach the content marketing initiatives strategically
- A plan for where each piece of content would be targeted for placement through aggressive IoT public relations activities
- A social media strategy and execution to amplify Longview IoT's earned media opportunities and to promote downloadable assets



### Social Media Marketing Amplification

- Requested on-site imagery and updates from IoT World trade show
- Prepared content for real-time blogging and posting while Longview IoT Managing Director was speaking at the event
- Promoted press release, ebook, webinar, white paper and IoT survey announcements

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**RESULTS:** According to Brad Bush, managing director at Longview IoT, “Calysto understands how to communicate to an enterprise audience using content marketing. Its team’s inside industry expertise in IoT helped them quickly understand our differentiators. They were able to translate these value points into valuable content to help Longview IoT advance its business goal of driving new sales leads.”

Over its engagement with Longview IoT, Calysto developed:

- Two [white papers](#) that dug deep into specific aspects of Longview IoT’s technology that were market differentiators; the white papers were subsequently repurposed into blogs and social media posts, including LinkedIn and Twitter
- An [eBook](#) explaining why all companies should invest in comprehensive IoT solutions vs. piece parts from multiple vendors
- A monthly series of articles contributed to a leading [IoT publication](#)
- Additional [articles](#) repurposed for multiple publications using similar topics
- An ongoing series of [blog posts](#) focusing on the key industries Longview IoT was targeting in a case study (challenge/solution/results) format
- Multiple posts for the company [blog](#), [LinkedIn](#) and [Twitter](#) based on already-developed content

Want to know more about developing a Content Marketing Strategy like Longview IoT’s?

[Contact Calysto to learn more.](#)