

Are you in the AI, IoT, mobile, wireless or telecom market?

Are you looking for a marketing communications and public relations agency that understands your business – and can help it grow?

Meet



Connecting the world through content + communications

AI • IoT • MOBILE • WIRELESS • TELECOM

Calysto Communications™

Calysto Communications™ has a 25-year history of helping companies in the communications industry build buzz, brands and business results.

At Calysto, we don't require clients to pay retainers. Instead, we create flexible, customized marketing and PR strategies designed to boost your bottom line and increase your value.

Strategies that deliver results like these:



At Calysto, we offer a level of flexibility, experience and credibility that you simply won't find with other agencies.



- Created a **PR campaign that tripled company sales in one year** and grew client's partner network by 85%
▷ client: IoT player Quuppa
- Built brand visibility that turned an M2M start-up founded by former T-Mobile executives into a **\$160 million acquisition by Kore Wireless in just four years.**
▷ client: IoT MVNO Raco Wireless
- Secured **more than 300 media hits reaching 115 million eyeballs** in several countries
▷ client: Satellite and IoT player Globecomm
- Executed a Twitter/X and LinkedIn **social media campaign that drove page views from visitors representing 88 countries**
▷ client: Global CSP iBasis
- Changed company positioning from IoT to AI and implemented an analyst program declaring market leadership; delivered **more than \$1.4 million worth of advertising exposure** reaching 155 million potential customers and partners in just 10 months
▷ client: IoT/AI manufacturer One Tech - now MicroAI
- Pitched local media markets on a new B2B broadband service that led to a record number of inbound sales leads – **an 87% increase over the previous year**
▷ client: Midwest U.S. CSP Everstream
- **Produced nearly 20 million U.S. media impressions** during a Stevie award-winning low-budget campaign
▷ client: Israel-based Allot Communications
- Established thought leadership and market positioning through **more than 70 briefings with industry analysts in a 36-month campaign**, complete with guidance and training from Calysto after each interview; **client was recognized for market leadership in leading analyst reports**, including Gartner Magic Quadrant, the Forrester Wave™ Report and IDC FutureScape
▷ client: IoT MVNO Soracom

Worked with dozens of clients to position them for exit, securing more than \$4.8 billion in publicly reported total valuations for clients in the last 25 years

“When I focus on messaging with a new company, one of the first things I do is call Laura Borgstede and the amazing team at Calysto to help me with public relations. Not only does the Calysto team know the industry, they are specialists at creating PR strategies designed to achieve specific business goals.”

JOHN HORN,
IOT EXECUTIVE
AND BOARD
MEMBER



“In a campaign that spanned just a few months, Calysto secured more than 32 articles and interviews for us in leading print and broadcast outlets, including local NPR affiliates. Better yet, directly after these placements, we saw a record number of inbound sales leads – an 87% increase over the previous year.”

SARAH VON
HARTEN, B2B
MARKETING
LEADER AND
FORMER CMO OF
EVERSTREAM

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We focus exclusively on companies in the AI, IoT, mobile, wireless and telecom technology markets.

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Industry Insiders

We know the players. We know the technology. We know the jargon. We know the trends. Calysto is a recognized leader in providing global PR services for B2B communications industry companies because we are industry insiders – each with 20+ years of PR and communications industry experience. We understand your audiences and how to reach them – and that means higher quality results and a faster ROI for you.

Tailor-Made PR Strategies

At Calysto, we don't believe in cookie-cutter PR. We understand that your business is unique. **That's why we take on a limited number of clients – so that we can invest the time to understand your business, your differentiators and exactly what you want to accomplish with your PR program.** Then we work with you to design a flexible project, program or fixed-fee plan (No Retainers) that links directly to your individual business and marketing goals and your target audiences – with a focus on results and ROI. To our clients, Calysto is more than just a partner – we are an invaluable extension of your internal marketing team.

Stories That Build Buzz

Our seasoned PR professionals understand how to build the biggest buzz by delivering a carefully crafted story to the right influencers through the right channels at the right time. You won't work with junior staffers delivering canned pitches – ever. Instead, Calysto's seasoned team members know how to sell your content and build awareness and credibility by creating compelling stories, capitalizing on trends, applying proven PR and social media strategies, and leveraging our insider relationships with influencers.

Calysto's team of industry insiders helps you reach the right communications industry influencers with the most compelling content about your company – through strategic counsel, market positioning, content marketing, public relations, event marketing and social media strategies.

CALYSTO'S SERVICES INCLUDE ▼

- Strategic PR Counsel
- Positioning, messaging and storytelling
- Content development and repurposing
- Social media strategy and marketing
- Analyst relations
- Media relations
- Social media influencer relations
- Thought leadership
- Media training and coaching
- Speaking opportunities
- Merit-driven award opportunities
- Podcast creation and relationship management
- Product launches
- Trade show PR support
- Crisis communications

Find out how your company can use public relations to meet your business and marketing goals.

Contact us at
Calysto.com/contact-us



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“When I get on the call with a Calysto client, it's clear that Calysto has fully briefed the executives on my outlet and the topics that are important to my audience. A briefing with a Calysto client is never a waste of my time.”

MATT VARTABEDIAN,
 SENIOR EDITOR,
 NO JITTER

“Calysto worked with Soracom to develop clear, compelling and consistent messaging. Calysto then created a PR strategy designed to build behind-the-scenes buzz for our cellular IoT connectivity platform by developing relationships with our #1 key influencer group: industry analysts. Thanks to Calysto's work, we had more than 70 briefings with industry analysts in our 36-month campaign – complete with guidance and follow-up from Calysto after each call. Today, when Soracom attends a trade show, everyone knows us. Plus Soracom has been recognized multiple times in leading analyst reports, including the Gartner Magic Quadrant, the Forrester Wave™ Report and IDC FutureScape.”

KENTA YASUKAWA,
 CO-FOUNDER AND
 CTO, SORACOM