

Objectives

In 2012, the small start-up, iKNO (eye-no), engaged Broadreach to help build credibility for their newly developed social intranet technology platform. Competing on a national level with the likes of SharePoint®, iKNO's fully customizable social communications platform faced an uphill battle, even though their product was more affordable, easier to adopt and administer; more importantly, it was proven to help its clients achieve full employee engagement and collaboration—key issues in HR management today. Embarking on this battle meant targeting specific industries in which the company had success, mostly professional and financial services, in order to raise the product's profile and expand its reach beyond Maine. To that end, the goal was to generate high profile media coverage within targeted industry sectors on a national level in order to support iKNO's sales process, and to demonstrate its credibility against more well-known providers.

Situation Analysis

iKNO is unknown and, to many, unproven – with only a handful of clients. Thus, it was a challenge to position the product to be compelling enough to elicit high profile national coverage. First, Broadreach needed to unearth the quantitative results in order to substantiate its position as a viable competitor in the intranet space, already crowded with customizable solutions and providers.

Methods

In order to position iKNO on a national level, Broadreach launched an extensive research effort, interviewing iKNO's current clients, securing quantitative results and testimonials from various positions (i.e. HR, IT, C-suite) and crafting industry specific case studies together with targeted media lists and pitching.

Strategy:	Case Studies for Company Visibility
Technique:	Targeted pitch by industry sector including financial services and insurance
Deliverables:	Audience map, Message/brand platform, Pitch plan, Media lists, Custom pitches and Case studies

Results

Staying focused on specific industry sectors, Broadreach's efforts secured feature-length case study articles featuring iKNO exclusively, published in some of the most highly visible publications possible, including the American Bankers Association's *Bank Marketing*, *Bank News Magazine* and *Insurance Journal*, as well as secured a quote in *HR Executive*.

In addition, we secured interest from high profile *Fast Company* bloggers, and a variety of freelancers, opening the door and facilitating the relationship with iKno to follow up directly with the outlets.

An unexpected result was that the message platform developed was used to populate iKNO's website, and is now using the materials and coverage from this initiative as sales tools to develop new business. In the end, the initiative achieved the objectives set; it attracted national coverage in targeted industry sectors and build the credibility of the product.