

CASE STUDY

CAMPAIGN TITLE:	Thought Leadership: Humanizing the Brand
CATEGORIES:	Expert Positioning, Influencers, Media Relations
DURATION OF CAMPAIGN:	January 2015 – November 2015



Background & Objectives

Location Labs is a mobile software company that provides mobile security for humans to major mobile carriers AT&T, Verizon, T-Mobile and Sprint. Inner Circle Labs worked with Location Labs through before and during the company’s 2014 acquisition by AVG Technologies. Post-acquisition, we focused on raising the company’s profile, positioning the executives as experts in the mobile security space and creating a lasting and memorable brand. Given the backgrounds of the executives, the goals were to showcase their deep technology expertise and infuse it throughout the program to inspire the next wave of entrepreneurs and position executives as must-know experts.

Strategies

- Lead like a big company, hustle like a startup:** we took a quick and agile approach to content, toeing the line between visionary pieces and timely perspectives to insert Location Labs into breaking news.
- Be accessible to further humanize the brand:** we worked with Location Labs to develop relatable storylines that resonated with the business and entrepreneurial community.
- Prioritize relationship building:** the focus of this campaign was quality over quantity in terms of media relationships, uncovering the right publications and people to amplify the executives’ voices.
- Question the standard advice:** executives touting the same old leadership and culture fodder are a dime a dozen, so to make sure our content was compelling we drew on the executives’ surprising and controversial opinions.

Tactics & Results

- Create a steady drumbeat of owned content:** We developed content platforms for each executive that distilled their areas of expertise and personal interests. These platforms served as the basis for a strategically-timed content calendar which was our reference point for both media messaging and long-form pieces we pushed out monthly via the executives’ individual accounts on LinkedIn and Medium. The long-form pieces were synced with big upcoming current events (i.e. leadership and the Super Bowl) which ensured the self-published topics aligned with current themes on LinkedIn’s “Pulse” channel and in turn amplified reach and more effectively hit our target audience. We also repurposed bylines on LinkedIn to keep content consistent and further the reach. The LinkedIn long-form pieces were consistently picked up by the Pulse channel and byline submissions yielded article series, including a syndicated Entrepreneur byline.
- Lead the right conversations in the right publications:** To maximize visibility of this content with the business and entrepreneurial audiences, we placed contributed pieces in top-tier tech business publications, landing content and commentary in Fast Company, Inc. and VentureBeat, and securing a contributed series in Entrepreneur. To engage the right peer audience at the right time, we focused the long-form themes around poignant advice and tips that are always compelling to entrepreneurs (e.g. byline pieces around M&A, scaling slowly and reading books for better leadership), and then tied them strategically to current events whenever possible to give evergreen content a timely hook. This visibility garnered kudos from our executives’ networks, additional peer conversations across social channels and positive feedback from Location Labs’ parent company, AVG Technologies.
- Take a surgical approach to develop deeper media relationships:** While building the leaderships’ brands, we focused on developing quality relationships with media rather than landing one-off pieces of coverage. We targeted specific press and set up casual meet-and-greets which helped establish Location Labs as a credible source of consistently insightful commentary around the tech industry. This also made sure that Location Labs executives were top of mind when reporters needed source material. The effort to cultivate organic relationships with a few key press paid off and Location Labs became a go-to source of credible and consistent commentary for a handful of key reporters. This yielded additional



thought leadership coverage in earned media which supported and drove readers back to the executives owned content channels and helped further elevate their profiles in the press.

- **Make it social:** While building relationships with media in real time, we identified key press via the executives' Twitter accounts to engage in conversations online, so that these relationships could continue on multiple platforms. This led to increased social engagement – the executives went from minimal visibility on social media to our client contact reporting increased conversations with reporters on Twitter and a significant jump in followers, comments and likes.

By the Numbers ...

28,414

views of executives' LinkedIn long-form content

500+

additional followers across executives Twitter accounts

7

original bylines placed (+1 on-going series)

21

long-form LinkedIn posts in 9 months

Coverage Sampling



- Entrepreneur: [Don't Even Think About M&A Until You've Mastered These 5 Practices](#)
- Entrepreneur: [Winning Really Is the Only Thing in Business. Here Are 3 Ways to Get There](#)
- Fast Company: [Making The Case For Hiring Less And Growing Slowly](#)
- HIT Consultant: [Why I've Tried Every Wearable and Abandoned 99% of Them](#)
- InformationAge: [Is it time for security report cards to replace logins?](#)
- LinkedIn: [Zuckerberg, You Are No Indiana Jones](#)
- LinkedIn: [Job Hopping is for Suckers](#)
- LinkedIn: [The 3 Mistakes Your Startup Can't Afford](#)
- LinkedIn: [What the Patriots' Path to the Super Bowl Can Teach You About Business Success](#)
- Upstart Business Journal: [Want to be a better startup CEO? 9 books to read](#)
- VentureBeat: [The 5 things you can't forget when preparing for M&A](#)

