



Category Creation and Thought Leadership



On the cusp of its national debut as a pioneer in content marketing with technology solution Curata, HiveFire, Inc. sought to increase its brand awareness and drive traffic to its website while establishing and defining a new category in B2B marketing: content curation. HiveFire launched with a set of happy customers already using the product, but with little air cover for the sales organization seeking to increase leads at the top of the funnel.

Curata provides an answer to B2B marketers' biggest challenge: time. The solution enables marketers to find, organize and share content via e-newsletters, social media and web sites in just a few minutes a day, compared to the hours a day that HiveFire customers said they had previously dedicated to content marketing and specifically content curation.

Version 2.0 developed a comprehensive communications strategy that began with an in-depth messaging and positioning session to help this young-but-accomplished company articulate its value proposition, define its key audiences and begin to put the planks of its thought leadership platform in place. Following this session, we developed a plan to position the company and its technology as a pioneer in the curation category, creating the perception of the organization as the front runner in that burgeoning space. A key element in that plan was positioning HiveFire's CEO and founder, Pawan Deshpande as a thought leader and the "face and name" of content curation.

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Version 2.0 has helped propel us into the media spotlight, fueling our rise as a thought leader in content curation and helping drive awareness and interest for our product and for our category.

Pawan Deshpande
CEO and founder, HiveFire



To fulfill the goals of the program, we focused on both online and print marketing trade outlets as well as business publications. Following a successful launch that included coverage in VentureBeat, Xconomy, Adotas and Target Marketing, and briefings with The New York Times and The Boston Globe, we assessed results and recalibrated the program to push the envelope and achieve even greater coverage through new ideas and activities. Specifically, we:

- Developed a semi-annual survey plan that has driven media results including Entrepreneur, Search Engine Land, iMedia Connection, eMarketer's blog, and BtoB Magazine, as well as dramatic spikes in Web traffic and hundreds of requests to download survey results.
- Hit the ball out of the park with a speaker placement program that resulted in panels at SXSW 2010, MarketingSherpa's B2B Marketing Summits, Content Marketing World and the Inbound Marketing Summit.
- Delivered a steady drumbeat of contributed content and thought leadership in both online and print publications including Adotas, CMO.com, DM News and MarketingProfs.
- Created a social media program and boosted HiveFire's social media presence measurably, including the migration and consolidation of Twitter handles; development and management of social content across blogs, Twitter and LinkedIn, among other outlets; ideation of blog posts and Quora contributions; and the development and launch of the Content Curators industry group on LinkedIn.