



## Establishing Brand, Positioning, and Thought Leadership

NetProspex offers B2B data services that optimize lead generation to marketing and sales organizations. The Waltham, MA company's services and solutions include highly targeted list acquisition, web-based sales prospecting tools, and comprehensive contact data cleansing and analysis.

While NetProspex has experienced sizable and sustained growth for many years, the market was continuing to evolve—and quickly. New technologies, coupled with a greater volume and diversity of marketing data, were creating the next generation in B2B marketing. NetProspex recognized an opportunity to play a major role in the marketing data services revolution and needed to reposition the company in order to do it, as well as to recruit and retain the best talent in Greater Boston's competitive startup community.

NetProspex turned to Version 2.0, based in part on the agency's proven success with many marketing services and technology clients. Version 2.0 was tasked with establishing the company's reputation as an innovator in the lead generation space, as well as building awareness for the brand with B2B marketers and potential employees. Version 2.0's strategy centered on establishing credibility via aggressive thought-leadership platforms for media and speaking opportunities, building and leveraging relationships with key industry influencers, creating a healthy news pipeline, and pursuing key awards that would shine a spotlight on the company and its offerings.

One notable campaign was the unveiling of NetProspex's second annual *B2B Marketing Data Benchmark Report*, a comprehensive review of the state of marketing data based on analysis of millions of B2B contact records. Version 2.0 coordinated pre-briefings on the report's findings with top-tier marketing outlets to ensure blanket coverage on the release date and developed a press release that unveiled select, compelling findings while still driving viewers to NetProspex's website to download the full report. To maintain momentum in the weeks that followed, Version 2.0 identified themes from the report that could be repurposed into bylined articles. The campaign yielded articles and contributed content in **1to1 Media**, **CMO.com** and **MediaPost**, among several others.

*2014 turned out to be an exciting and busy year for NetProspex. Teamed with V2, the company established its brand and category, built credibility with key influencers as a thought leader, and positioned the company for a successful acquisition.*



Another focus for NetProspex's PR program was elevating the profiles of the NetProspex executive team – including CEO Michael Bird and CMO Derek Slayton. Version 2.0 conducted thorough interviews with the two executives to identify compelling story angles and trends that would resonate with both the business and marketing trade press. As a result of the campaign, Version 2.0 secured profile features on Michael Bird in **Inc.** and the **Boston Business Journal**, and four bylined article opportunities for Derek Slayton in target trade outlets including **MarketingProfs** and **Demand Gen Report**.

Version 2.0 also executed a successful influencer engagement program to strengthen relationships with industry experts who would prove fruitful for future media and speaking opportunities. Version 2.0 identified key industry influencers including Scott Brinker, Ann Handley and Joe Pulizzi, and coordinated Q&As for NetProspex CMO Derek Slayton who talked with the experts about market trends, challenges and opportunities. Version 2.0 then leveraged the interview content to develop a blog series that ran on *NetPerspectives*, the company's online blog. Fodder from the interviews was also used for a contributed article for **Target Marketing**, and the influencer engagements have spawned robust panel proposals for targeted industry events including **DMA15** and **MarketingProfs' B2B Marketing Forum**.

The 2014 programs generated more than 80 instances of meaningful coverage – up 60 percent from the previous year. Placements included **Inc.**, **BostInno**, **Demand Gen Report**, **MarketingProfs** and **VentureFizz**. Executives were positioned as experts on key issues ranging from marketing data quality to maximizing the effectiveness of CRM systems and content marketing. Additionally:

- NetProspex was featured on **Inc.**'s annual list of *America's Fastest Growing Companies*.
- NetProspex was recognized in the region's three most respected award programs: **The Boston Globe's Top Workplaces**, the **BBJ's Best Places to Work**, and the **BBJ's Innovation All Stars**.
- The company was recognized with two *Stevie Awards* for *Best Marketing Solution* and *Best New Sales Automation Solution*. Additionally, NetProspex was honored as a finalist in the region's respected **Mass TLC** awards and **MITX What's Next** awards.

The successful year paved the way for NetProspex's acquisition by Dun & Bradstreet for \$125M in early 2015. Version 2.0 developed and executed a comprehensive press, analyst and social media strategy that yielded profile coverage in outlets including the **Boston Business Journal**, **Boston Globe**, and the **Wall Street Journal**.