

IoT MARKETING CASE STUDY: BRAND AWARENESS & THOUGHT LEADERSHIP

IoT Marketing is a full service marketing, PR, and production firm specializing in launching and fueling business growth for technology companies.

ADDRESSING GLOBAL CHALLENGES

IoT Marketing developed the Industry Insights Webinars series in response to COVID-19 and the educational void left by the thousands of canceled trade shows for every industry.

Similar to in-person panel speaker sessions, our webinar series is a way to keep the IoT ecosystem connected, while appealing to the needs of C-level decision makers in need of information when considering deploying connected solutions.

Digital transformation and staying competitive are top of mind, but not everyone knows how to go about doing it, why they should, or how to get started.

PROVIDING INDUSTRY SPECIFIC SOLUTIONS

IoT Marketing and Industry Insights Webinars have developed a reputation for delivering trusted and valuable information to stakeholders looking to achieve success with connected solutions, the internet of things, and other advanced technologies.

While many efforts to create successful webinars have not delivered the desired results, Industry Insights Webinars have generated an active audience of new and returning attendees from around the world. Thousands of viewers attend IoT Marketing's monthly live event, creating the opportunity for solution providers to gain visibility in an ocean of connected solutions and products.

Participating speakers provide value to audiences by sharing their perspective, lessons learned, and insights from decades of real-world experience. In return, they establish trust in the marketplace as thought leaders, create brand awareness for their business and also meet lead generation objectives in a virtual setting.

KEEPING THE IOT ECOSYSTEM CONNECTED

IoT Marketing has developed Industry Insights as a series of topical, educational, industry-related webinars that are recorded live, posted to an on-demand channel, and made available for anyone to watch online.

Each webinar IoT Marketing creates brings immense value to new and returning speakers as a direct result of participating in Industry Insights Webinars events and promotional campaigns.

Panelists have experienced an increase of traffic to their website, gained the attention of potential leads, and expanded their network.

Beyond helping companies gain visibility and find leads, Industry Insights webinars drive the growth of successful ecosystem partnerships and promote technologies that can assist companies to make better data-driven decisions.

IoT Marketing is developing an extensive network of ecosystem partners while gaining respect with top players in every industry through its original webinar series. By producing turn key virtual events, companies can showcase their skills and expertise on a panel with relevant thought leaders, experts, and solution providers.

Prior participants have shared the following about their experience.



CARL KSALEK

*Chief Executive Officer
US Energy Recovery*

"It was a great experience to participate in a webinar and work with Tiffani and the team at IoT Marketing. Everything about their approach was strategic and professional. Tiffani had done her research and successfully compiled the right information to be presented. She also made sure it was reviewed and edited prior to presentation. I would definitely recommend businesses interested in either getting into the IoT space or securing their brand further in the industry work with IoT Marketing directly to make sure it is successful."



KERRY BABB *CEO & Founder*

*Paradise Group for
Sustainable Development*

"It was indeed a pleasure for me to participate. I never thought I would have such fun. I am honored to have shared a forum with Tiffani Neilson and the other esteemed panelists."