



Content Marketing for Technology Innovators

XPRESSOCOMMUNICATIONS.COM

CASE STUDY



Client:
Sencore

sencore.com

Sencore, the gateway to better video delivery, is a rapidly growing technology company that provides a broad range of innovative products and services enabling efficient, high-quality video delivery.

How content marketing strategies support the focus on new markets

Sencore

Who

Sencore are a US technology company who have developed an extensive range of video delivery solutions for the commercial AV and broadcast market. Their focus is customer- rather than product-driven services; seeking to identify the current and future needs of customers and deliver not only the equipment but the expertise and knowledge needed to secure success.

What

Sencore reached out to Xpresso to provide guidance and support as they transitioned their core business model from one of near-exclusive hardware provision, to one that augmented this extensive capability with the addition of an in-house developed SaaS coordination/management solution: Centra.

How

Xpresso's central task was to support the product launch of Centra. This was achieved by:

- Setting a pre-launch base with a preliminary campaign of blogs which worked to reposition Sencore and express its values, knowledge and expertise within the SaaS field.
- Creation, distribution and heavy promotion of a product launch Press Release (leveraging both Xpresso's extensive personal relationships with press contacts and social media channels), complimented further with PRs for subsequent industry show attendance.
- Coordination of press interviews at IBC and NAB.

After the launch, Sencore chose to retain Xpresso's services on an ongoing basis – helping to tweak and augment positioning strategy through continued content creation and website copy development.

Result

Sencore's Centra solution received extensive coverage in the run-up to both IBC and NAB, driving footfall to the booth and allowing Sencore to arrange a number of pre-show sales appointments and press interviews.

Post-show coverage was also extensive – helped in large part through the fact that Xpresso's creation and submission of award entries on behalf of Sencore helped them to secure TV Tech Best of Show Award. Sencore have successfully repositioned themselves in the market, now confidently expressing their identity as innovators and experts rather than a company concerned with 'mere' hardware sales.



"I met Xpresso at a broadcast event and was immediately impressed by their technical knowledge and clear business proposition. We had been looking for a partner to help communicate our transition from a product to a solution-based company. Following our conversation Xpresso suggested an integrated content marketing approach that would create awareness and utilize all relevant tools to support the launch of a new solution.

They provided high-quality technical blogs and published all content to their online channels as well. On the basis of the successful outcome, their reliability, creativity, engagement, we are continuing our partnership by collaborating on other projects to redefine our online communications and improve outreach".

Chelsea Hamann, Marketing Manager