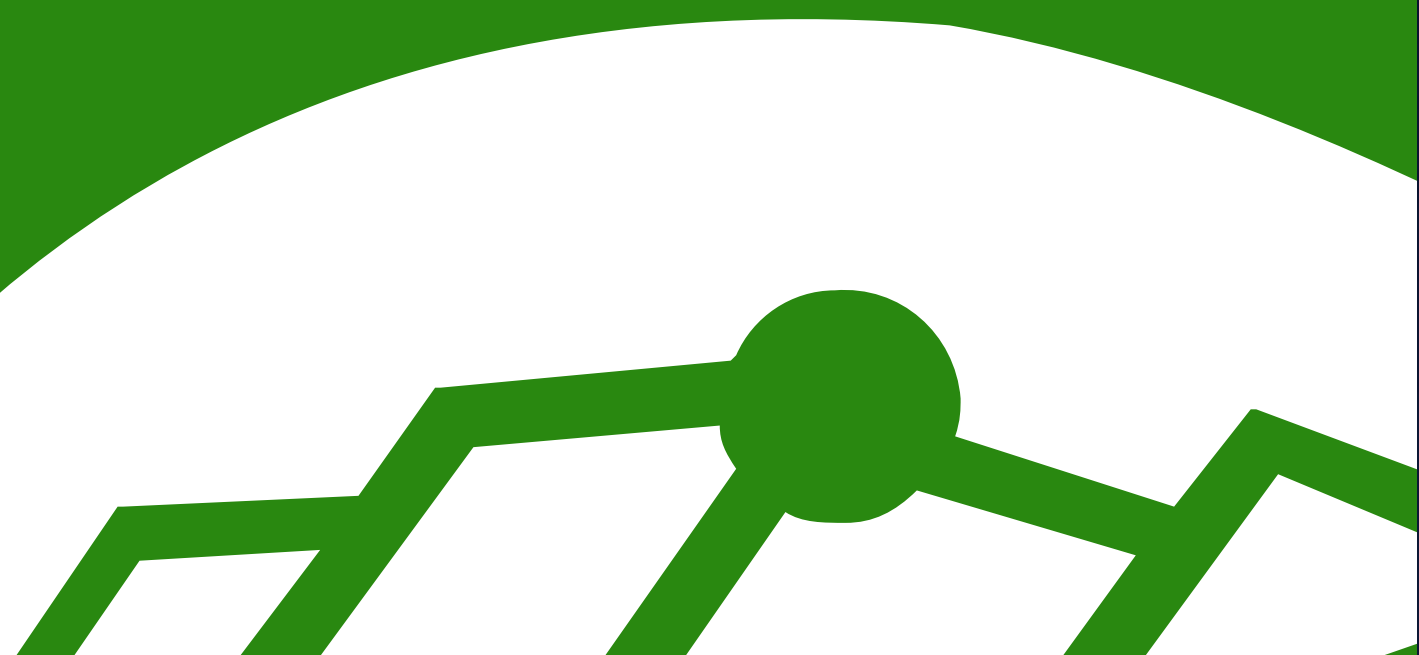




SOCIETY22

Bigleaf Networks

A Case Study





Becoming a Category Leader

In April 2023, Bigleaf Networks engaged with Society22 PR to drive brand awareness and position itself as a category leader in network optimization

As a successful company with strong revenue, Bigleaf needed a strategic PR initiative to drive its next stage of growth, establish its executive team as thought leaders, and communicate to its stakeholders including, customers, prospects, and investors.

In just eight months, Society22 PR has secured over 1,400 pieces of media coverage including recognition and coverage from top-tiers like Forbes. In addition, Society22 secured 3 product of the year awards, showcasing the tangible benefits of Bigleaf's internet optimization solutions.

Client Case Study: Bigleaf Networks' established as an industry authority

Before:

Zero press mentions at on-boarding.

After

Bigleaf Networks has been published 1,426 across top-tier publications, podcasts, industry/niche publications, and influential platforms, establishing an extensive and diversified media footprint.





CEO as Thought Leader:

Bigleaf's CEO is now a well-respected thought leader in the network optimization industry.

Before:

Greg was a successful executive with an impressive track record, but he had no presence in the media and lacked a digital footprint.

After

Positioned as a thought leader, contributing 19+ thought leadership articles across renowned publications, solidifying his expertise and influence in the industry.



Keyword Association:

Before:

Unassociated with target industries.

After

Successfully reinforced industry associations through compelling narratives, strategically targeted pitches, and consistent messaging, resulting in heightened brand relevance within key sectors.

Go-to Source Positioning:

Before:

Bigleaf was unknown to the media.

After

Bigleaf and its CEO, Greg, have a strong media presence, ensuring they are the go-to source for media commentary.



The Risk of Inaction:

Competitors would overtake the market

Missed Opportunities:

Without a strategic media presence, Bigleaf risked missing out on crucial opportunities to acquire more customers and extend its reach into the market.

- Missed out on pivotal collaborations and partnerships critical for exponential growth.
- Overlooked opportunities to leverage media exposure for brand expansion and industry recognition.
- Failed to capitalize on potential networking and visibility avenues to enhance market positioning and influence.

Competitive Disadvantage:

Remaining stealth meant competitors could easily take over market-share potentially losing clients to more visible players in the industry.

- Risked losing ground to more visible competitors with a stronger media presence.
- Created an opening for competitors to overshadow and outpace Bigleaf in client acquisition and industry authority.
- Missed the chance to establish a competitive edge through strategic media engagements.

Employee Morale and Recruitment:

Brand perception plays a key role in employee retention and talent acquisition. Without public recognition and awards, driving employees to continue striving toward its mission would be difficult.

- Lacked the motivational boost and pride associated with public recognition and accolades.
- Hindered the company's ability to attract top talent due to limited industry visibility.
- Diminished employee satisfaction and retention rates due to the absence of positive external recognition and validation.

After

Accolades and press hits positively impacted employee morale, fostering a renewed sense of pride and motivation.





From Zero to Forbes

By investing in its brand and media strategy, Bigleaf captured the attention of the most coveted publications, like Forbes solidifying credibility and attracting attention.



Product of the Year Awards:

Recognition with 3 product of the year awards, showcasing the tangible benefits of their Internet optimization solutions.

The Power of Media:

Bigleaf's growth is a testament to the impact of a strategic media campaign. With Society22's unique approach, Bigleaf has established itself as a category leader.

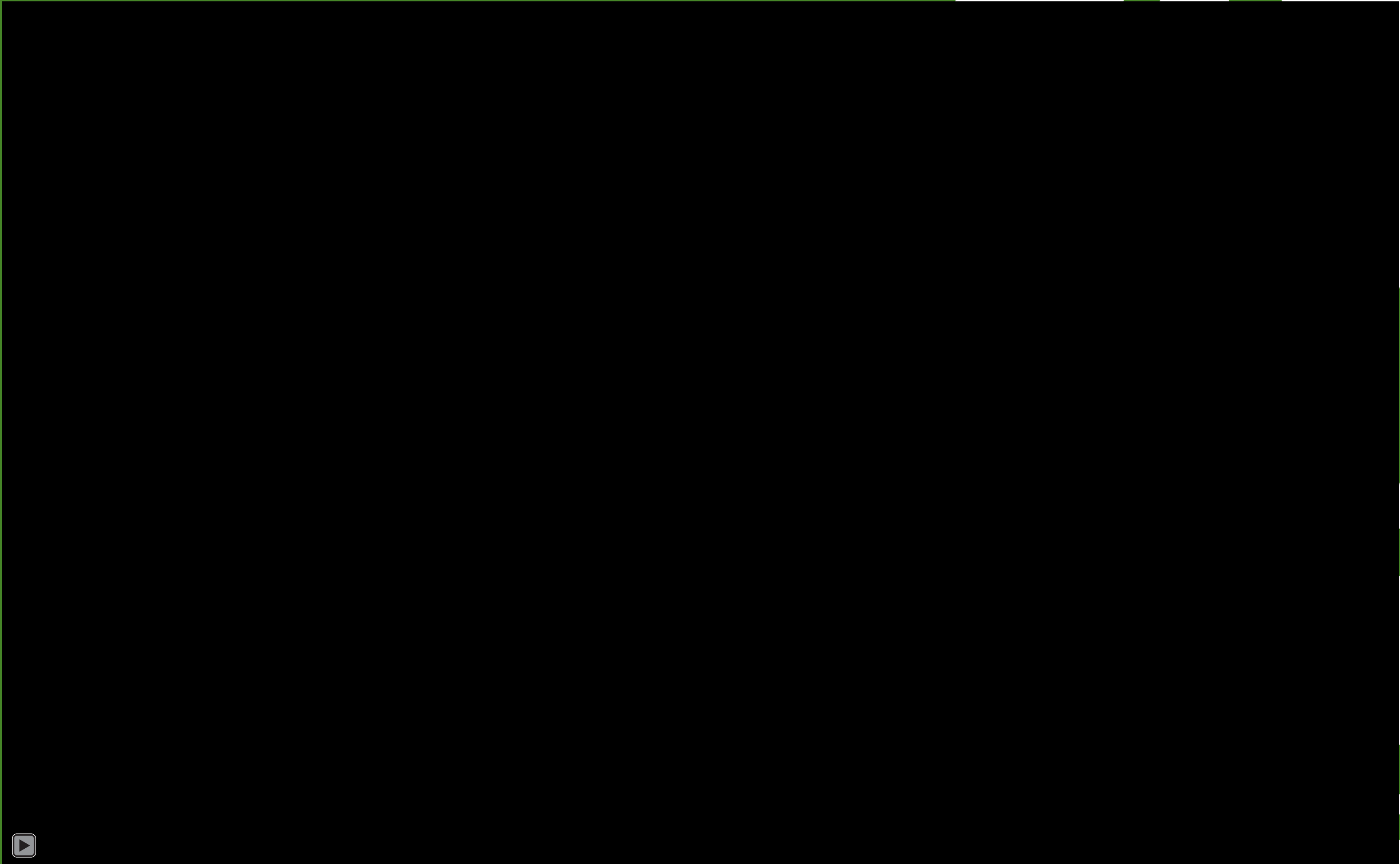


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