

Establishing an Internet of Things Leader

Silver Spring Networks (NYSE: SSNI) approached 10FOLD to help transform its image as a smart metering provider to a global leader in the Internet of Things and smart cities industries.



The emergence of the Internet of Things (IoT) has spurred development of new applications that improve lives and help organizations thrive. Delivering a secure, standards-based, high-performance wireless mesh network for the Internet of Important Things™ for nearly 15 years, Silver Spring has a proven network for enabling critical IoT applications – yet its innovation and industry leadership were relatively well-kept secrets.

Silver Spring Networks challenged 10FOLD to transform the company's legacy image as a smart grid company to a forward-looking IoT visionary poised to fuel the development of smart cities around the world.

Strategy

First, 10FOLD had to validate Silver Spring's vision and strategy with top media and analyst influencers while mitigating industry misconceptions.

To garner national attention and elevate Silver Spring's brand as a leader in the Internet of Important Things, 10FOLD incorporated paid, earned, shared and owned content strategies as part of a coordinated global communications program. 10FOLD seeded Silver Spring's thought leadership POVs, as well as competitive differentiation and product ROI, across multiple channels to successfully break through the noise.

Approach

10FOLD began by identifying Silver Spring's key differentiator: a standards-based IoT network designed for simple integration with existing and future technologies.

This positioned the company as an emerging leader, as well as a visionary, in the development, deployment and advancement of smart cities. 10FOLD uncovered high-visibility speaking, event and award opportunities to feature Silver Spring's technologies and vision. 10FOLD actively engaged with media, analysts and social media influencers, showcasing key deployments for Florida Power & Light, Oklahoma Gas & Electric, and the cities of London and Paris, to further highlight Silver Spring's leadership.



Journey

Silver Spring embarked on several integrated campaigns with **10FOLD** in 2017, including a smart cities survey in collaboration with Power Over Energy and the U.S. Department of Energy. In addition to traditional promotion of the results in a press release, infographic, and earned media coverage, **10FOLD** executed an “out-of-the-box” social media and video content strategy to engage Silver Spring’s global community.

TWEETCHAT: We leveraged the results of the smart cities study in a cross-channel social media campaign, including a series of videos and a tweetchat. The videos highlighted thought-provoking findings and were shared across social channels, reaching tens of thousands of users. We secured TechRepublic’s senior writer Teena Maddox to moderate a tweetchat during Smart Cities Week to discuss the findings. We drafted 100+ posts for promotion of the tweetchat, while it was live and after it ran. This campaign not only further established Silver Spring as a thought leader in the IoT and smart cities, it also stoked global engagement from Silver Spring’s growing community of customers, partners, developers and citizens around the world.

Impact (from September 2016 to October 2017)

- **180+ Stories Published**
- **8 Business Press Stories Secured**
- **High-profile Speaking Opportunities** - including Fortune BrainstormTECH 2017
- **12K+ New Social Media Followers** - across Twitter, LinkedIn, Facebook, and Instagram
- **Increased Social Authority on Twitter from 41 to 49** - in less than 12 months
- **46 Analyst Briefings**

FORTUNE

Fortune – [The Internet of Things Is Real, But Skeptics Abound](#)

Los Angeles Times

Los Angeles Times – [Singapore has an idea to transform city life — but there may be a privacy cost](#)



PC Mag – [Smart Lights Are Coming to a Street Near You](#)

readwrite

Readwrite - [Hey IoT developers — it’s time you knew your rights](#)



IoT Podcast – [Internet of Things - Episode 113](#)

Bloomberg

Bloomberg - [Bloomberg Markets: Bell Discusses Connecting Infrastructure](#)



Fortune BrainstormTECH Panel – [How to Build a Smarter City](#)



10FOLD is an award winning agency that offers media and analyst relations, content production and social media services to elevate the top tech company brands.