

# 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.