

Social campaign drives 12,000+ engagements for new product

Campaign helps SOHO environments battle nefarious hackers



WatchGuard Technologies is a global leader of integrated, multi-function business security solutions that intelligently combine industry standard hardware, best-of-breed security features, and policy-based management tools. WatchGuard provides easy-to-use, but enterprise-powerful protection to hundreds of thousands of businesses worldwide. WatchGuard is headquartered in Seattle with offices throughout North America, Europe, Asia Pacific and Latin America.

THE SOCIAL CAMPAIGN DELIVERED:

4,563 link clicks

12,548 engagements on Facebook, LinkedIn and Twitter

Facebook t-shirt contest and LinkedIn Firebox T10 giveaway garnered **60+** entries during RSA show



ENTERPRISE CLASS SECURITY FOR HOME AND SMB

The challenge: For several years, the security community has successfully focused its efforts on threats facing the enterprise, but today's criminal hackers are now shifting to target small office home office (SOHO) environments. To help combat this new threat, WatchGuard created the Firebox T10, a small integrated security appliance designed to deliver enterprise-class gateway security to small office and home office locations. With the company's security narrative continuing to focus on larger organizations, WatchGuard looked to Voxus to design a social media campaign that would increase awareness for SMBs and drive traffic back to key educational assets that support the launch of the new Firebox T10.

NO OFFICE IS TOO SMALL FOR FULL SECURITY

The idea: Educating the market requires a strong message and data to validate it. Voxus suggested partnering with an analyst firm to generate new data that could be pushed through key launch assets and help catch the attention of security professionals. The basic storyline: Most of a company's intellectual property is contained in email and messaging systems, and most companies allow employees to access those systems remotely. If you have employees working from home or in a small remote office without advanced security, you could be putting your entire company at risk.

SOHO NETWORK THREATS MADE REAL

The solution: To help educate the market on the real threats associated with SOHO networks, Voxus and WatchGuard worked with the analyst firm Frost & Sullivan to conduct a survey that gathered key data on the topic. That information was then pushed into a variety of educational materials including a press release, blog, infographic and webinar series, which were all used as assets to support a two-week social media campaign that ran in conjunction with the RSA security conference. During that campaign, the team used a combination of organic and promoted social media content to target key IT professionals. To spark even more engagement, the team devised a Facebook t-shirt giveaway and a Firebox T10 giveaway on LinkedIn.

IT & SECURITY PROS TOOK NOTICE

The results: More than 50 pieces of content were delivered via Facebook, LinkedIn and Twitter during the two-week duration of the campaign. Through promoted content buys, Voxus was able to hone in on WatchGuard's key target audience—IT professionals and network security specialists. This resulted in 4,563 link clicks back to the key assets and 12,548 total engagements (likes, shares, comments)

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