

# Using a moment in time to build thought leadership and brand awareness

Voxus elevates Egnyte's brand with a targeted thought leadership program



Egnyte is the only secure content platform built specifically for business. With thousands of customers worldwide in a variety of vertical markets, Egnyte delivers secure content collaboration, compliant data protection and simple infrastructure modernization; all through a single SaaS platform.

## **Leveraging new messaging amid the rise of remote work**

A rapid shift in work patterns has made solutions from Egnyte, a leader in content intelligence, crucial to companies looking to drive digital business. To better reach and inform potential customers – especially those wrestling with the challenges of remote work – Egnyte turned to Voxus to build brand awareness. Our strategy was to develop and execute a thought leadership campaign to demonstrate Egnyte's expertise in problem solving for companies that need secure content sharing and distribution across diverse industries.

## **Offering different perspectives for maximal awareness**

Our campaign simultaneously highlighted both the universal conflict between improving productivity and collaboration for a distributed workforce while maintaining compliance and security, and the unique workflow challenges in industries as diverse as entertainment, construction and healthcare. This allowed us to offer different perspectives and stories to select audiences across IT, security and vertical outlets.

## **Becoming a thought leader among IT & security pros**

In a little over 12 weeks Voxus secured 16 bylined and feature articles in publications ranging from Network Computing, Dark Reading and The Next Web to Construction Best Practices and Healthcare Risk Management.

Not only has this coverage raised awareness about Egnyte's critical content management capabilities for digital businesses, it helped to establish the company's subject matter experts as industry thought leaders. In several cases, outlets noted that Egnyte's bylined content performed exceptionally well and invited the company's authors to be contributors in the future.