

# Beating the Hype with a Contrarian Strategy

What to do when the media gets inundated with everyone pitching the same story



**WEBCON** is a leading Europe-based software provider that delivers an enterprise-grade low-code business process automation and management platform that helps companies around the world work more efficiently and leverage the potential of digital transformation. The WEBCON BPS platform helps organizations across the globe with workflow automation, document management, and digitalization of their business processes. More than 650 companies worldwide, including such market leaders as Siemens Finance, Mitsubishi Electric, Diners Club, and Societe Generale, have chosen WEBCON BPS to streamline processes and drive business growth.

## The Low Code Hype Cycle

WEBCON is a leading provider of business automation software. The company's platform uses a low-code approach, allowing business and IT teams to quickly and visually build applications without the need to write code. As low-code became a popular topic with the media, we were able to ride the wave to build brand recognition.

But sometimes a topic gets *too* popular. How do you continue to gain coverage when everyone is pitching the same story about X being the greatest thing since sliced bread?

The answer is to go contrarian, which is what Voxus helped WEBCON to do.

## Building Contrarian Stories

There are three main strategies for contrarian stories:

1. Explain why the popular wisdom is wrong
2. Educate as to why there's a big "but" that hasn't been considered
3. Convince readers the hype is old news and describe what's next

## Rising Above the Noise

Over a twelve-month period, Voxus landed dozens of articles that shifted the story from low-code hype to contrarian angles, helping readers make sense of the news. Articles appeared in outlets such as [Spiceworks](#), [TechBeacon](#), [Forbes](#), [VentureBeat](#), [SolutionsReview](#), [App Developer Magazine](#), [DevOps Digest](#), [VMBlog](#), [ChannelVision](#), [ERP Today](#) and many others. We were even able to help WEBCON commission a [survey](#) about enterprise low-code development trends – and spin the data to support the company's storytelling to customers and channel partners.

