

Using PR to Build a U.S. Brand

How One International Company Relied on Media Coverage to Drive Awareness in North America



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.

Building U.S. Market Presence

WEBCON is a Polish-based provider of business automation software. While the company is well established in the EU, it has a limited presence in North America. To drive awareness of its solutions without hiring a large U.S. team, the company turned to Voxus to generate broad media coverage in the IT trade and channel press.

Getting the Media to Write About International Companies

Journalists are only interested in writing stories about companies with U.S. customers. When you can highlight those wins, you should. If you can't, you need a different approach. Voxus worked with WEBCON to promote educational thought leadership topics, localize international success stories, and generate data around IT development trends in the U.S. We also helped the company to launch and promote a U.S. channel program, showcasing how IT partners could use the company's products to dramatically accelerate application development.

Landing U.S. Tech and Channel Press Coverage

In a little more than two years, Voxus generated over 80 pieces of coverage in U.S. tech and channel press for WEBCON. Articles appeared in outlets such as [Spiceworks](#), [TechBeacon](#), [Forbes](#), [VentureBeat](#), [Industry Week](#), [Tech Decisions](#), [Information Week](#), [eWeek](#), [Channel Futures](#), [SolutionsReview](#), [App Developer Magazine](#), [TechTarget](#), [Inside Big Data](#), [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 use it to promote the company's understanding of U.S. customer needs.