

The best technology in an industry.  
A cutting-edge product that is  
light years ahead of its competitors.  
A world-class team of brilliant minds.

*These all mean nothing if nobody knows  
who you are and what you do.*

### THE PROBLEM

We live in a world of startups, innovators, disruptors, attention-getters, and new technologies. In this environment, a product and brand are only as good as their visibility in the market. This was the problem for AnyClip Media. The company had an exceptional product, but nobody knew about it—then Emerging Insider stepped in.

### THE STRATEGY

Emerging Insider helped define and enhance who AnyClip Media wanted to be and how to best position their product before embarking on a set of campaigns that would holistically build credibility, target niche audiences and evangelize their initiatives. Emerging Insider took the reins on AnyClip Media's entire communications effort, assisting with media relations, content strategy and distribution, thought leadership, events marketing, and social media marketing.

1. Give it a position.
2. Give it a brand.
3. Give it a voice.

### THE RESULTS

AnyClip Media saw its name spread across the industry. The company became known as a trusted source for the media, an item of intrigue for analysts, and a leader in the industry with inbound and outbound metrics to prove it. With web traffic that increased more than 300% and impressive revenue growth, AnyClip Media was given a voice.

#### THOUGHT LEADERSHIP

Monthly external bylines, blogs, research reports, and long-form content were created and brought to market.



#### SOCIAL

Daily campaigns, integrations, and enhancements were created for Twitter, LinkedIn, and Facebook.

##### Increased Engagement



#### ANALYST RELATIONS

Over 12 briefings with industry analysts were secured for a broad scope of report coverage.



#### MEDIA RELATIONS



Over 150 global placements and other streaming media, broadcast and cable outlets

To find out how we can help your company, please contact [creative@emerginginsider.com](mailto:creative@emerginginsider.com)