

anthonyBarnum:

FinTech Campaign Snapshot

The Client



OpCon by SMA Technologies delivers the power and scalability of Enterprise Workload Automation without the complexity. With OpCon, financial institutions, insurers, and other financial services businesses can easily automate manual tasks and seamlessly orchestrate workloads across business-critical operations, saving time and reducing costs by eliminating human error and deploying IT resources on strategic initiatives.

The Campaign

SMA Technologies sought to rapidly increase awareness of its technology to its credit union and banking target personas through a high-cadence earned media campaign. The campaign's thought leadership approach focused on educating target audiences about the efficiency of its automation platform to streamline operations in IT. As a technical and solutions-based thought leadership campaign, anthonyBarnum created narratives designed to convey the platform's value in the context of trends associated with workforce constraints and other challenges in the banking and credit union sectors.

The Placements



[Making use of automation? Watch out for these 5 frequent mistakes](#)



[Tech time: automation helps credit unions bridge IT talent gaps](#)



[Workload automation & orchestration can help retain, attract IT talent](#)

The Results

Over the course of one year, the campaign produced more than 30 earned media placements. The vast majority of earned media coverage is within SMA Technologies' priority Tier 1 verticals, including credit union, banking, and commercial insurance trade media.

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