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Industrial Technology Campaign Snapshot

The Client



Veriforce is a recognized leader in delivering comprehensive, integrated supply chain risk management solutions that help bring workers home safely and optimize business performance. The company's SaaS safety and compliance platform, data integrity and verification practices, and standardized safety training programs empower leading organizations to drive safety and compliance into their supply chains and down to the worker level.

The Campaign

Veriforce sought to rapidly increase its Share of Voice to industrial-based target audiences through a high-cadence earned media campaign. Initially, a crawl-run-walk approach helped ensure the momentum of the PR coincided with the new brand activation and marketing strategy. The campaign utilized thought leadership to educate mid-market companies needing to respond, align, and maintain complex compliance requirements in the energy, utility, and telecom sectors.

The Placements



[Strengthen Visibility with Subcontractor Management](#)



[How Operators Can Respond to PHMSA Gas Gathering Reporting Rule](#)



[Addressing a Skilled-Trades Gap in the Energy Sector—and How to Ease the Transition](#)

The Results

Over the course of one year, more than 30 earned media placements published across Veriforce's key sector trades. The thought leadership-driven campaign included positioning key subject matter experts from the company to respond to evolving and emerging safety and compliance regulations and issues.

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