

Live Wire Strategic Communications, LLC increased recognition of Silvus by implementing a strategic integrated marketing and communications campaign. Live Wire has established Silvus as the leading MANET radio provider, positioned its executive leadership team as thought leaders in the tactical radio communications field, and raised visibility and awareness for the company's line of product and technology offerings.

Company Overview

Privately held and headquartered in Los Angeles, Silvus Technologies develops advanced MIMO technologies that are reshaping broadband wireless connectivity for mission critical applications. Backed by an unmatched team of PhD scientists and design engineers, its technologies provide enhanced wireless data throughput, interference mitigation, improved range, mobility, and robustness to address the growing needs of its government and commercial customers.

Campaign Overview

In a competitive business environment, business leaders understand that the media has greater reach and more power to impact success than ever before.

Silvus turned to Live Wire Strategic Communications, LLC to evaluate and expand its company brand – positioning the company as the leader in the ultra-competitive MANET radio market. By developing and executing a strategic communications campaign that integrated media relations, social media, and video production, Live Wire has successfully supported Silvus' business objectives. Top tier businesses like Silvus understand the value of working with a firm like Live Wire to expand their communications initiatives and increase visibility in the marketplace.

Campaign Objectives

Serving as the agency of record for Silvus, Live Wire has developed an integrated marketing and communications campaign that strategically aligns with the company's business goals and objectives. From the company's brand and key messages to its market position and communications activities, Live Wire worked with Silvus' company leadership to develop the following campaign objectives:

- ☛ Position Silvus as the company that can meet all of the radio needs for all branches of the U.S. Military;
- ☛ Help position Silvus with end users and platform providers in the unmanned systems market;
- ☛ Secure high-profile thought leadership opportunities for Silvus' executives in industry publications; and
- ☛ Build and expand Silvus' audience and engagement across social media channels.

Campaign Strategies

Based on a comprehensive analysis of Silvus and its competitors, Live Wire recommended the following strategies to accomplish the defined campaign objectives:

- ☛ Proactively pursue the news cycle and engage journalists at priority media outlets to secure high-level media coverage in influential industry publications;
- ☛ Implement organic and paid social media campaigns to increase audience size and total engagement; and
- ☛ Develop thought leadership editorial content and secure publication in priority media outlets to position Silvus executives as innovators and leaders in the industry.

Campaign Tactics

Live Wire developed and implemented the following comprehensive strategic communications campaign on behalf of Silvus:

- Research past media presence and develop brand identity to capitalize on established presence and to present a clear, accurate, and compelling image of Silvus to priority industry publications and reporters;
- Evaluate existing media and product collateral, recommend refinements to align with overarching brand style and messaging, and create new press kit materials as needed;
- Create compelling visual content to drive engagement and impressions across all social media platforms; and
- Write and design quarterly company newsletter to inform customers, contacts, and industry about company updates, news, and additional relevant information to generate new business leads and position Silvus as the industry leader.

Campaign Results

Since May 2020, Live Wire has delivered the following results for Silvus:

- Secured 71 earned media placements;
- Secured feature stories in priority publications including Forbes, C4ISRNET, Janes, and Inside Defense;
- Increased following on LinkedIn by 164.6% and on Twitter by 27.9%;
- Increased engagement on LinkedIn by 65.5% and on Twitter by 752.9%;
- Increased impressions on LinkedIn by 106.3% and on Twitter by 1,457.7%; and
- Provided strategic counsel and secured earned media placements for Silvus' new product launch to maximize exposure and impact.

“Live Wire has been a critical extension of the Silvus team. Their expertise and creative direction have been essential to the rapid growth and success we have seen since we started working together. Live Wire has elevated our recognition in the industry through both traditional and social media, and by surpassing all of our goals and expectations, they are playing an integral role in continuing to reinforce our position and our reputation as the leader in our industry.”

Jimi Henderson
Vice President of Sales
Silvus