



## Big Data Energy

Big Data Energy | Building Awareness with Strategic PR and Content

### CHALLENGE

[Big Data Energy](#), a leading digital asset management company specializing in capturing data for retail energy providers, utilities, and end-user customers, partnered with Pierpont to implement an integrated marketing and PR campaign to build awareness among its client targets.

### SOLUTION

Pierpont first conducted a brand audit to identify key messaging and brand differentiators for Big Data Energy. It then researched and interviewed the company's leadership to develop a series of whitepapers, case studies, and original content to relay the Big Data Energy corporate message and industry insights. Pierpont pushed out the content on LinkedIn's sponsored channels as well as LinkedIn Sales Navigator while also leveraging the content to secure the CEO leading speaker roles at national energy events - Washington D.C.'s Lexington Institute Cybersecurity of the Electric Grid Capitol Hill Forum and the Energy Thought Summit in Austin, Texas.

### RESULTS

With the national spotlight on these shows, Pierpont secured the CEO coverage in the Houston Chronicle and set up interviews with the Financial Times, Forbes, and Bloomberg New Energy Finance. Its LinkedIn efforts also garnered the company more than 25,000 impressions and 100+ clicks.

### BY THE NUMBERS

# 25K

Impressions

# 100+

Clicks

