



BigCommerce

BigCommerce | Using PR to Drive Visibility Among Priority Sales Targets

CHALLENGE

BigCommerce, a leading cloud-based e-commerce platform, faced a significant challenge of brand visibility and recognition in a highly competitive and saturated market dominated by established players.

OBJECTIVES

To increase brand recognition within their target customer, BigCommerce needed a strategic communications approach to elevate their profile among enterprise customers.

SOLUTION

Pierpont Communications, as the U.S. agency of record for BigCommerce, crafted a targeted public relations campaign to address this challenge. Leveraging BigCommerce's proprietary data and industry expertise, Pierpont inserted the brand into influential vertical trades such as Women's Wear Daily, Furniture Today, Home Accent News, and Furniture World, which aligned with their key target audience sectors like fashion, apparel, and home and garden. This strategic positioning extended to key technology and ecommerce publications and national retail reporters including those from the Wall Street Journal, Reuters, Barrons, Bloomberg and Modern Retail among others.

RESULTS

The results of Pierpont's efforts were remarkable. In the first year alone, nearly 100 stories were generated, including nine pieces of contributed content in leading outlets. This extensive media coverage significantly increased BigCommerce's share of voice and established them as a credible contender in their targeted industry sectors, effectively paving the way for them to gain market share in the enterprise arena.