



# **Engage PR's Tailored Approach To Servicing Our Independent Data Center Customers**

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## Bridging the Brand Awareness Gap

The data center services market is on the brink of transformation, propelled by technological evolution and escalating enterprise demands for sophisticated cloud computing, Artificial Intelligence and data management solutions. As a result, the data center sector is at a critical juncture of immense growth, intense competition and formidable challenges. So, as an independent data center operator, how do you effectively communicate your unique advantages to your target customers to drive sales amid this hypercompetitive market?

Engage PR knows that overcoming the brand awareness gap between your business and larger hyperscalers is one of your biggest challenges. Compelling business messaging bridges this gap by creating a strong brand identity that showcases your unique value propositions and resonates with target buyers. Ultimately, your business messaging comprises the DNA of your thought leadership, social media, media relations and content strategies.



These strategies work together to enhance brand awareness by educating potential customers on the benefits of partnering with an independent data center operator; our job is to create the underlying thread uniting these strategies and then execute them accordingly.



## **Solving Your PR Challenges Through Market Intelligence**

For any PR agency to create a narrative thread that weaves your communications strategy together, they must understand your unique market challenges and opportunities. Engage PR is not a generalist tech PR agency; we're a specialized agency with a deep understanding of your market and resulting PR obstacles. This allows us to create targeted campaigns that solve your PR and communications challenges by leveraging your value proposition to capitalize on your industry's growth areas.

Hyperscalers and larger incumbent providers have an advantage due to their gargantuan marketing budgets, mainstream brand recognition and vast global infrastructure. Despite these goliaths, independent data center operators have a unique opportunity to position themselves as agile, customer-focused contenders.

We understand the headwinds shaping your industry, including heightened demand for cloud services and the proliferation of IoT applications. Artificial Intelligence also promises to provide independent data centers with market opportunity by enhancing data processing demands within data centers and enhancing requirements for data center interconnect capabilities.



However, you can only leverage these immense market opportunities if you effectively educate your target customers about your unique value propositions. We know these include close proximity to customers, enabling faster service deployment, quicker response times, greater flexibility and more.

To enjoy your industry's tremendous market opportunities, you must emphasize how this localized, personalized approach positions your company as a trusted and reliable partner for small and medium-sized businesses, which may lack the in-house expertise or capital to engage with larger hyperscale providers.

So, how does Engage PR leverage this expertise and experience to serve your unique PR and communications needs?



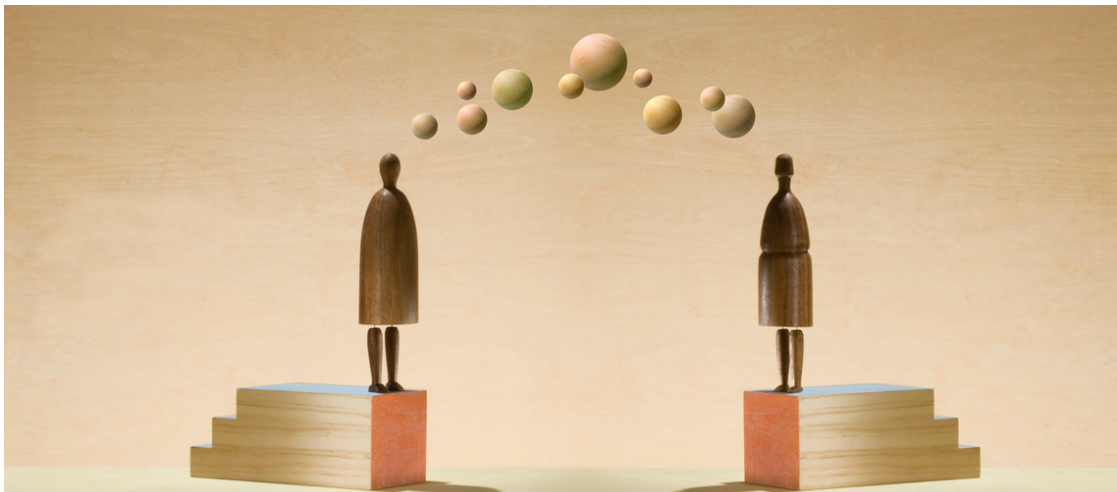
## How We Start: Perception Assessment

We start every engagement by auditing your overall PR program, including coverage, content, current PR challenges and social media accounts. Then we measure your strategy against your top 3-4 competitors. From there, we share the results with your executives and make specific recommendations on a 90-day PR program that integrates our core PR and marketing services below.

## Building Credibility Through Thought Leadership

Hyperscalers are trusted in the data center industry due to their widespread brand recognition and credibility, typically established through successful engagement with large enterprise customers. Additionally, hyperscalers often dominate thought leadership conversations by leveraging various "pay-to-play" opportunities.

To counter this, Engage PR can strategically position you as a credible expert in your field through cost-effective, earned media opportunities that amplify your company's executive perspectives through thought leadership. These opportunities include speaking engagements, contributed articles, media responses and social media discussions. By positioning your executives for these opportunities, we can build industry credibility that enables long-term business success.



## Demonstrating Your Value With Storytelling and Case Studies

In the highly competitive data center market, educating customers about your unique value isn't easy. Customers may have unfounded concerns about your technological capability, security and more. As your business scales, it's vital to articulate your value proposition through stories that resonate with prospective customers, partners and industry leaders.

Engage PR can help you craft compelling narratives through customer success stories that mitigate these concerns by showcasing how your services cater to the unique needs of regional markets or specific industries. These stories should highlight your ability to deliver exceptional performance, cost-efficiency, security and reliability while emphasizing your commitment to customer satisfaction.

By weaving your company's advantages into the stories you tell potential customers, you can win sales and educate your market. Remember, if you're not telling your story, others will tell it for you.



## Boosting Visibility Through Targeted Media and Analyst Relations

As hyperscalers opt for quantity over quality, independent operators can stand out by taking a more strategic, targeted approach to media and analyst outreach. We have strong relationships with editors at major outlets covering the data center and technology markets, so we're experts on the media landscape that shapes your customers' buying decisions.

We have a strong track record of leveraging these relationships to boost company visibility by securing coverage that highlights our clients' unique offerings. We have extensive experience securing high-value coverage in outlets that influence your market, including Data Center Dynamics, Capacity Media, Converge! Digest and Mission Critical. Engage PR's media relations approach provides the following benefits:

- Educates customers and target audiences via company news.
- Positions executives in media interviews and podcasts.
- Includes you in industry analyst reports from IDC, Forrester and other firms, boosting visibility and credibility.



## Enhancing Industry Engagement With Social Media Strategy

Social media strategy is an integral component of your PR and marketing efforts, remaining one of the most cost-effective methods for directly reaching regional customers, tech influencers and wider audiences to build brand awareness. Engage PR can build a social media strategy that amplifies your brand's value proposition to enhance engagement with your industry. This strategy includes engaging with peers, participating in relevant discussions and consistently sharing informative content that showcases your advantages.

Engage PR's approach to social media strategy includes:

- Well-written, creative posts that display your company's insights.
- Reposting articles from top reporters, then tagging and interacting with those industry voices.
- A social media audit on your company's platforms, target customers' platforms and top influencers.
- Social media polls, carousels and newsletters.





## Resonating With Customers Through Content Creation

We understand that, unlike larger hyperscalers, you may not have the resources to craft multi-channel content that communicates your unique advantages to target audiences. Our in-house content specialists can craft engaging content that displays an understanding of your customer's pain points and how to solve them. By taking a creative, human approach to our content, we ensure your value proposition resonates with your current and prospective customers on a deeper level than typical sales copy. After all, the decision-makers you need to reach are still humans who seek emotional exchange.

Our multi-channel content approach includes:

- Blogs
- Website copy
- Award and speaking submissions
- Contributed content
- Social media
- Case studies

Our clients regularly praise us for capturing their executives' personalities and tone no matter the assignment, particularly when developing contributed content for editors. Our multi-channel approach maintains an ongoing dialogue with industry luminaries and target buyers, keeping your company top-of-mind in industry outlets outside of your news cycles and helping you maintain visibility despite ubiquitous data center titans.



## Harnessing the Power of Events

While hyperscalers enjoy event sponsorships and guaranteed speaking opportunities due to their colossal budgets, that doesn't mean you can't share the same spotlight. Speaking opportunities enhance visibility, enabling you to share your insights with industry peers, key partners and potential customers. These opportunities ensure you're participating in the same conversations as hyperscalers, helping you communicate your company's unique benefits.

Our content specialists understand how to craft a winning submission and compelling presentation substantiated by company achievements and market data. This helps you demonstrate your expertise and elevate your brand over the noise of industry giants. Through our close relationships with conference and awards committees, we know that judges want to understand how your technology and perspective:

- Solves challenges for everyday people and regional markets.
- Provides value to peers through actionable insights.
- Moves your industry forward.

We've secured these opportunities for our clients on the tech industry's biggest stages, including ITW, Capacity LATAM, Mexico Connect and more. Whether you're targeting Data Cloud Summit, DCD Connect, infra/STRUCTURE or other notable data center conferences, we're ready to leverage our expertise to help you tell your story on the biggest stages in your industry.



## Why Engage PR Is the Partner of Choice for Today's Independent Data Centers

Amid stiff competition from hyperscalers and substantial growth opportunities in the data center services market, independent data centers face a promising yet challenging predicament. To overcome these obstacles and increase market share, independent data centers can leverage strategic PR initiatives that enhance visibility, educate customers, build brand awareness and establish them as trusted partners for enterprise businesses.

Engage PR is dedicated to helping you effectively navigate these enormous market opportunities by providing tactical services backed by deep market intelligence and over 25 years of relevant tech PR experience. If you're struggling to maximize your communications initiatives, contact us for a free consultation. We're here to listen, advise and collaborate so you can outpace competitors and unlock the true potential of your PR and communications strategy.

