



IoTCo

STRATEGIC BRANDING AND
MARKETING POSITIONS GLOBAL
CHIP MAKER AS LEADER IN IOT

CHALLENGE:

IoTCo is as a global 4G chipmaker, supplying LTE for IoT semiconductor solutions to equipment and design manufacturers and leading mobile operators worldwide. The company is based in France and is growing, with offices in the United States, Europe and Asia. In 2014, IoTCo expanded to address the LTE IoT market. With the goal to be first-to-market and a leader in this space, IoTCo realized it needed a solid brand and digital marketing.

APPROACH:

MESH has been engaged with IoTCo for nearly half a decade providing brand positioning and [integrated content marketing solutions](#). The relationship has evolved over the years and has included the following:

- Marketing strategy
- Corporate rebrand
- Product branding
- Website redesign and development
- SEO
- Print and online advertising concept and creation
- Multimedia design and development
- Trade event design and management

SOLUTION:

As part of a larger strategic marketing program and ongoing management and guidance, MESH continues to provide the following:

- Brand positioning
- Marketing strategy
- Persona development
- Sub-brand development
- All print and online creative (slick sheets, banner ads, email)
- Development of website
- Creation of CEO videos
- Creation of company overview videos
- Creation of product videos
- SEO
- Social Media strategy
- Creation of communications strategy
- Development of advertising campaign
- Creation of all trade show materials
- Custom illustrations

RESULTS:

During our relationship with IoTCo, they have experienced impressive growth, announced IPO and have landed accounts with Sprint, Verizon, and AT&T.