



Moving the Needle with Media Outreach

Challenge

Procurement professionals have a host of solutions to choose from to help them curb spending and improve profitability.

Strategy and Action

Through aggressive media outreach, which included executive-level backed thought-leadership bylines and articles in trade publications and market-shaping coverage in Forbes, Wall Street Journal, and CNBC, BravoSolution moved from being a relatively unknown player in the procurement space to one of the top three procurement solutions in just two years.

Results

BravoSolution's success is proof that visibility in the right outlets delivers results – the team now fields more RFPs than sales can handle and is gaining traction in new vertical markets.