

Splashcast

Building a Content-Centric Launch System for Splashcast

Location: Portland, OR

Industry: Technology/Social Media

Function: Multi-media publishing platform

CHALLENGE

Splashcast was a venture backed startup aimed at the independent and mainstream media publishing world. It had built a powerful communications platform: an attractive, embeddable, updatable, multimedia player that could be shared around the web. But it was headquartered in Portland, Oregon and needed a boost in its global visibility.



The company brought me on to build out a content strategy leading up to and through its launch.

SOLUTION

1. **First-movers advantage:** We built a market intelligence system that gathered early signals regarding areas of interest to the company's target market.
2. **Contributing early to conversations:** We reached out to reporters and thought leaders early when important developments were unfolding in the industry, sharing not only the company's perspective but also unique data captured and displayed using the company's own technology.
3. **Playing to their strengths:** We made great use of what the company had at its core. It was fast and easy to publish live data that could be embedded in the press coverage of topics of interest to major media. We published almost



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every day; participating in conversations of general interest, commenting on industry developments.

4. **A well-organized launch:** After several months of public participation pre-launch, we organized a formal launch to make the technology available to the public. We had influential friends doing demos, we did embargoed press briefings, shared a thoughtful pre-launch FAQ and press kit, and made ourselves available to answer questions online in the hours before the launch.

OUTCOMES

- **Significant online visibility:** The company's content appeared a remarkable 15 times on the front page of Digg.com, which was the Reddit of its day. The product launch was written about favorably by 250 different publishers, from Business Week to PC Magazine to niche industry blogs.
- **Marquee customers:** In addition to thousands of users who signed up to self-publish with the company's technology, some big and interesting organizations learned about it and began publishing with it, from the TED conference, to NPR, PBS, the team behind Britney Spears (a big deal at the time), and General Motors.

SUMMARY

This project showcased the power of a content-centric launch strategy in elevating a startup's visibility and attracting high-profile customers. By leveraging market intelligence, early engagement with industry conversations, and strategic use of the company's own technology for data visualization, we created a strong foundation for Splashcast's launch. This approach resulted in



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significant media coverage and adoption by major organizations, demonstrating the effectiveness of consistent, relevant content creation in building brand awareness and credibility in a competitive market.

Keys to success:

- Strategic leveraging of assets
- Assertive and demonstrated product positioning
- Consistent press relations
- Effective data storytelling

Splashcast Feedback

“Marshall, you launched SplashCast and got its initial engine humming. Thanks for your critical contributions and talent!”

- CEO Mike Berkley



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