

Challenge: Sustaining Visibility During a Quiet News Cycle

Render Networks, a prominent player in the fiber broadband network construction market, faced a unique challenge early in 2024. With BEAD (Broadband Equity, Access, and Deployment) builds yet to kick off and few significant company updates anticipated in the immediate term, Render was entering a period of limited direct news relevance in a competitive marketplace. Render's role as a solutions provider for network construction is critical, but highly specialized to the active construction phase of network build projects. BEAD projects were not scheduled to launch for at least 12 months, so Render needed to develop a way to stay relevant as service providers were only in the planning and preparation stages of network development. Render saw an opportunity to maintain relevance and establish itself as a forward-looking advisor, commenting on key industry trends and labor challenges that would shape the market in the years to come.

The challenge was intensified by ongoing labor shortages, which added strain across the industry. Recognizing the importance of visibility during this time, Render and Connect2 Communications collaborated to develop a strategic PR approach that kept Render engaged and positioned as a proactive thought leader on emerging issues. By focusing on industry-shaping insights, Render aimed to offer meaningful guidance to service providers gearing up for future network builds.

Connect2's Approach:

Connect2 Communications devised a strategy that leveraged Render's deep industry expertise to produce valuable, timely content addressing these challenges. Moving beyond product-specific news, Connect2 focused on broader market trends, positioning Render as a trusted advisor for service providers planning BEAD-related projects. Render would publish a library of content resources for service providers, providing best practices and information about the construction phase that would help through the current planning process.

A key part of this approach involved targeted content creation, beginning with a comprehensive BEAD Competitive Bid Guide. This guide provided service providers with insights into complexities of BEAD funding applications and practical tips for navigating the bidding process. A content hub was created providing free access to resources on construction processes, grant application timelines, and areas where efficiency can be enhanced. This hub is aimed to help service providers and stakeholders understand critical aspects of network construction and support their preparations.

In addition to content creation, Connect2 conducted targeted media outreach through its relationships with industry publications, securing thought leadership placements and commentary opportunities that highlighted Render's expertise on these relevant, forward-looking topics.

Conclusion:

In the absence of frequent company news, Render and Connect2 demonstrated the impact of strategic PR in sustaining engagement. By providing resources like the BEAD Competitive Bid Guide and establishing a content hub with insights on industry-shaping topics, Render kept stakeholders engaged and strengthened its role as a thought leader in the fiber network construction. This proactive, forward-looking approach not only maintained Render's visibility but also created genuine value for the industry, reinforcing Render as a resource for service providers preparing for the BEAD rollout and beyond.