

Increasing Coverage by Streamlining Content

From contributed articles and case studies to awards and blog posts, Voxus elevates PathGuide as a thought leader



PathGuide Technologies, Inc., a privately held company founded in 1989, is a leading provider of [warehouse management solutions](#) for small to midsized wholesale and industrial distributors across North America. PathGuide's software and services help suppliers increase productivity and order accuracy, improve customer service and lower labor costs, ultimately driving greater profitability.

Creating the Right Content

PathGuide is a leading provider of warehouse management system (WMS) and shipping solutions for industrial and retail distributors. To help increase brand awareness and lead generation, the company turned to Voxus to extend its reach in the business, vertical industry and the logistics, supply chain and warehousing sectors. Voxus initiated a robust, content-driven PR program to achieve the company's goals, including: customer case studies, contributed articles in key industry verticals and corporate blog posts, supplemented by activities such as an awards program on behalf of the company and its customers, virtual customer round tables, and more.

Delivering on Thought Leadership

To achieve PathGuide's goal of greater visibility, our team created a dynamic ongoing PR program driven by original content. Given the dynamics of the market, Voxus quickly realized that thought leadership content like contributed articles, blog posts, case studies and award submissions would be most advantageous for positioning PathGuide as a top-of-mind leader in the WMS space.

Creating Traction in the Market

To reach that goal, Voxus identified feature topics and storylines, selecting those that could be repurposed into multiple formats to increase visibility for PathGuide. Our objective was to complete at least one case study per quarter, three contributed articles per quarter, and ongoing blog and social media content as well as ad-hoc award submissions.

Vast Amounts of Original Content Results in Vast Amounts of Coverage

The original content Voxus created was repurposed for both internal and external marketing. By focusing on customer success stories and a wide range of topics, the team then pitched these for [contributed articles](#), [case studies](#), [virtual customer roundtable Q&A articles](#) and [award wins](#). Over the last 12 months, PathGuide had more than 75 top tier pieces of original coverage in business, vertical industry, and logistics and supply chain publications, including; [Supply Chain Dive](#), [DC Velocity](#), [Material Handling & Logistics](#), [Supply & Demand Chain Executive](#), [Modern Distribution Management](#), [Inbound Logistics](#), [SupplyChainBrain](#), [Logistics Management](#), and [Modern Materials Handling](#).