FIRE & SECURITY MARKETING



EVERYTHING VOICE ROBUSTIQ™ LAUNCH

CLIENT CASE STUDY

THE BRIEF

Everything Voice is a specialist provider of managed connectivity solutions for the fire and security industry, supporting security installers, CCTV providers, Alarm Receiving Centres and businesses managing connected security estates.

With the development of RobustIQ™, Everything Voice was preparing to introduce a new approach to operational connectivity. Bringing together managed hardware, connectivity, remote management and technical support, RobustIQ™ represented an important step forward in the company's offering.

The challenge was to take a technically detailed product and communicate its value clearly to the market. Everything Voice needed more than a launch announcement. It needed a consistent proposition, a recognisable product identity, materials that would support its sales team and a marketing campaign capable of building awareness, educating customers and generating conversations.

OUR APPROACH

We developed an integrated marketing programme designed to support RobustIQ™ before, during and after launch. The focus was on translating technical functionality into practical business benefits that would resonate with security installers, technical teams and commercial decision-makers.

Rather than positioning RobustIQ™ simply as another router or connectivity product, we built the messaging around the operational challenges its customers face every day: unnecessary engineer visits, limited visibility across connected estates, difficulties troubleshooting remotely and increasing support pressure as connected estates grow.

This gave the launch a clear narrative: connectivity isn't just about getting a site online. It's about having the control, visibility and support needed to manage it effectively.

WHAT WE DELIVERED

Product Positioning and Messaging

We helped establish the core RobustIQ™ proposition, developing messaging that communicated its value to both technical and commercial audiences. This included defining key benefits, structuring product information and creating consistent messaging across the launch campaign. The aim was to make a complex technical offering easier to understand, explain and sell.

Website and Landing Pages

We developed dedicated website and landing page content to introduce RobustIQ™, explain its capabilities and guide potential customers towards taking the next step. The content communicated the business benefits of managed connectivity while providing technical detail to support informed purchasing decisions.

Product and Technical Sales Materials

A comprehensive suite of supporting materials was developed to equip the Everything Voice team with the information needed to introduce and sell RobustIQ™.

- Product specification and technical information sheets
- Product overview and information sheets
- Sales presentations and supporting messaging
- Product benefit and feature content
- Customer-facing explanatory materials
- Supporting campaign and promotional assets

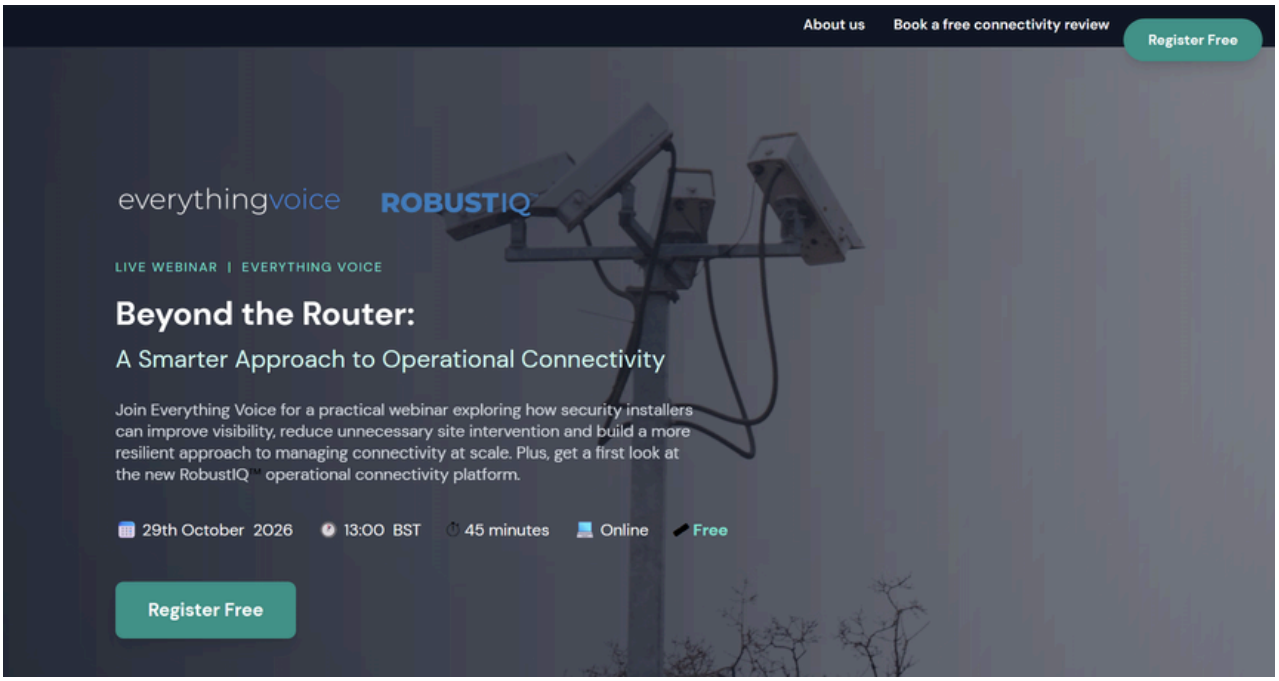
Industry PR and Launch Coverage

We developed launch communications and PR content to introduce RobustIQ™ to the wider security industry, including coverage in International Security Journal. This supported the wider launch campaign and extended awareness beyond Everything Voice's existing customer base.

- Webinar concept and content development
- Presentation structure, slides and presenter notes
- Registration landing page copy
- LinkedIn promotions and email invitations
- Educational resources and post-webinar follow-up
- Recording promotion and repurposed content

Digital Marketing and Ongoing Content

Alongside the launch, we developed coordinated LinkedIn content, technical and industry-focused blogs, educational resources, product messaging and promotional campaigns to maintain visibility and reinforce the positioning beyond launch.



THE OUTCOME

The RobustIQ™ launch brought together product marketing, PR, digital content, sales enablement and educational campaigns under one consistent message. Everything Voice now has a developed set of marketing and sales materials for customer conversations, website enquiries, presentations and ongoing campaigns.



The launch also achieved industry visibility through International Security Journal and established a webinar format that can be developed into an ongoing programme of educational events. The project created a foundation for continued product marketing, customer education and lead generation as RobustIQ™ develops.



THE VALUE OF AN INTEGRATED APPROACH

Launching a technical product requires more than creating a brochure or publishing a press release. It needs a clear proposition, consistent messaging, credible industry exposure and practical materials that help sales teams communicate its value.

For Everything Voice, the RobustIQ™ project brought these elements together, from initial positioning to launch activity and ongoing marketing.

KEY PROJECT HIGHLIGHTS

Clear product proposition: Technical features translated into commercially relevant messaging.

Industry PR coverage: RobustIQ™ featured in International Security Journal.

Comprehensive sales support: Specifications, information sheets and sales presentations.

Dedicated digital presence: Website and landing page copy designed to encourage enquiries.

Educational webinar campaign: Complete webinar content, promotion and follow-up.

Ongoing marketing activity: Blogs, LinkedIn campaigns and supporting content beyond launch.

CLIENT TESTIMONIAL

"Launching RobustIQ™ was a significant step for Everything Voice, and we needed to make sure we communicated what makes it different and the value it brings to our customers.

The marketing support has gone well beyond simply promoting a new product. From developing the messaging and producing our product specifications, information sheets and sales presentations, through to the landing pages, industry PR and webinar campaigns, we've had support across every aspect of the launch.

What has been particularly valuable is the ability to take a complex technical offering and turn it into clear, relevant content that our customers understand and our sales team can confidently use.

The coverage in International Security Journal helped us reach a wider industry audience, while the webinars and ongoing content have given us new ways to engage with customers and start meaningful conversations.

We now have a strong foundation of marketing materials and campaigns that we can continue to build on as RobustIQ™ evolves."

Neil Hutchinson, Managing Director, Everything Voice

LAUNCHING A NEW PRODUCT OR SERVICE?

From defining your proposition and developing sales materials to PR, digital campaigns and webinars, we help B2B businesses bring technical products to market with a clear, coordinated marketing approach.

LET'S TALK ABOUT YOUR NEXT LAUNCH.



FSM FIRE & SECURITY MARKETING

Email: katey@fireandsecuritymarketing.co.uk
Phone: 01582 292016

Fire & Security Marketing. Marketing gets you noticed.
Sales starts the conversation. Follow-up turns opportunity into business.