

# GigCommunities.net Case Study

**GigCommunities**

## Content Marketing Success Story

### Executive Summary

Gigabit broadband has captured the imagination of the broadband industry. ADTRAN, a leading provider of broadband networking and cloud infrastructure, launched Enabling Communities, Connecting Lives, a Gigabit enablement campaign. Objectives included building awareness and community around Gigabit. ADTRAN turned to Pivot Media for the development, launch, and ongoing management of GigCommunities.net. For this engagement Pivot Media developed a new website, created and manages a content strategy, builds awareness and traffic, and provides ongoing site management. Now in its third year, GigCommunities.net provides comprehensive coverage of the Gigabit movement and engages the broadband community through thousands of relationships each month.

*"GigCommunities has turned out to be a great resource for the broadband community and Pivot Media has been a great partner. They developed a great online community and continue to ensure that community receives relevant and timely Gigabit focused content."*

**- Tammie Dodson, ADTRAN**

### The Challenge

ADTRAN needed to seize on the Gigabit momentum by creating awareness and community around Gigabit broadband. Part of this strategy included building an online presence from an independent third party who could provide expert insight into Gigabit broadband and generate a wealth of engaging content. ADTRAN needed a partner with multiple abilities, including technical website development expertise, expert broadband subject matter expertise, and the ability to generate community engagement. ADTRAN turned to Pivot Media to fulfill all of these requirements.

- ADTRAN needed a turnkey partner to remove the burdens of developing a new website and online presence
- ADTRAN needed a partner to develop and manage extensive content requirements, including blogging, whitepapers, industry interviews and more
- GigCommunities.net started with a community of zero. Building awareness required gaining online community traffic, and quickly

### The Solution

ADTRAN turned to Pivot Media to turnkey develop, launch, and manage GigCommunities.net. Our web team developed the site, launched it, and hosts it. Pivot Media also develops and publishes all of the content for the site, including a blog, whitepapers, industry interviews, and an accurate Gigabit news and Twitter feed. ADTRAN is relieved of all burdens associated with the ongoing management of this online community. The result is a turnkey project management of an online community from concept to launch to day-to-day management.

- We developed a WordPress based content management platform, which we also host and maintain
- Published over 200 blogs, 10 whitepapers, 10 industry interviews, and maintain a comprehensive Gigabit industry news feed
- We also drive all site engagement/traffic resulting in thousands of interactions monthly from the broadband community