

Case Study

INDUSTRY

TECHNOLOGY

(SUPPLY CHAIN MANAGEMENT, AI, DATA ANALYTICS)

CLIENT



BOARDWALKTECH

NINICO[®]

COMMUNICATIONS ADVISORY

SERVICES PROVIDED:



MARKETING STRATEGY



PUBLIC RELATIONS



SOCIAL MEDIA
MANAGEMENT



EVENT COORDINATION



01

OBJECTIVE 1:

Develop consistent, impactful brand messaging.



02

OBJECTIVE 2:

Increase Boardwalktech's visibility through strategic media placements and industry commentary.

THE GOAL:

To enhance Boardwalktech's strategic direction, brand visibility, and marketing efforts for sustained growth and awareness.

03

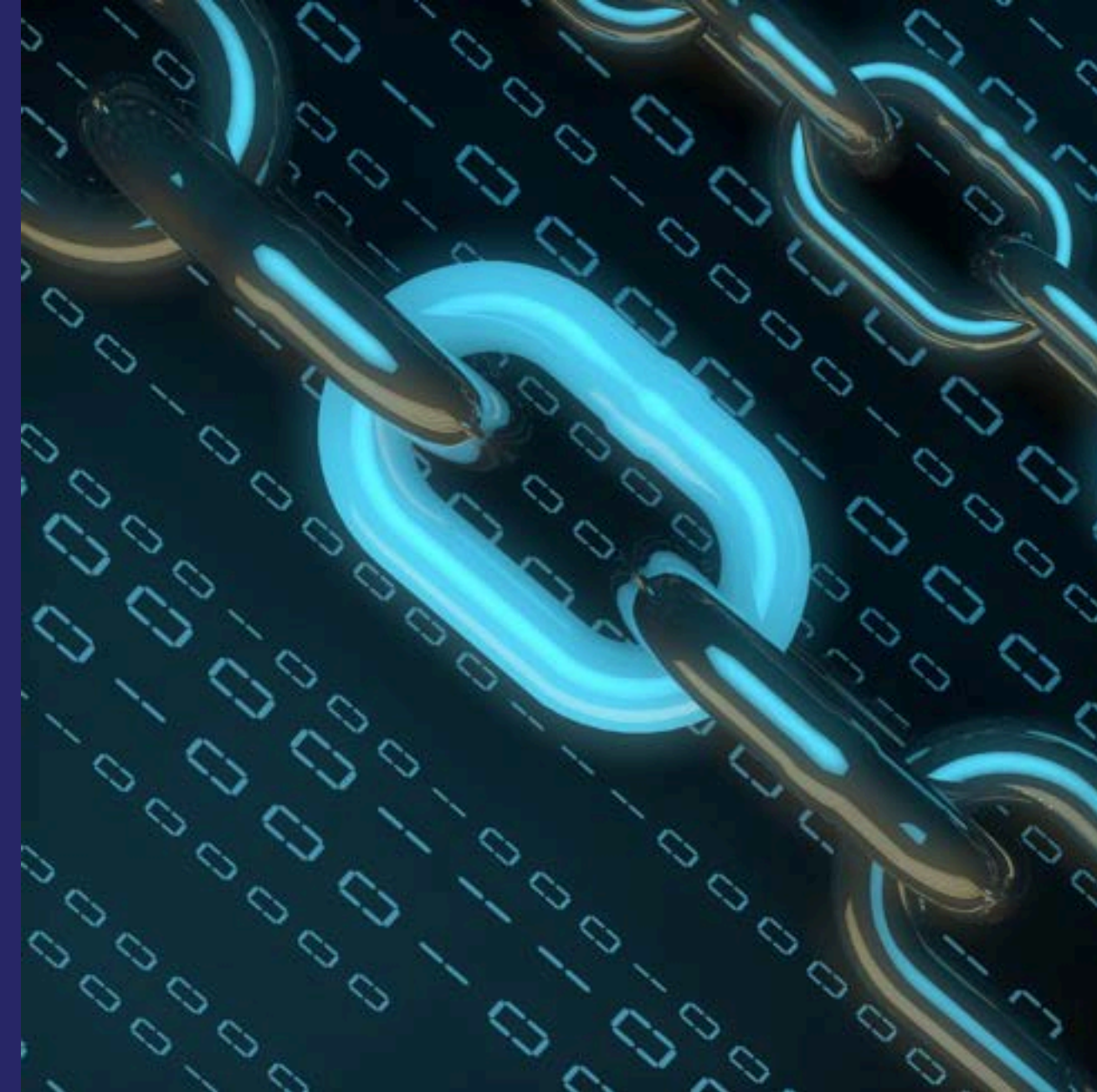
OBJECTIVE 3:

1. Strengthen Boardwalktech's presence in the supply chain and technology sectors.

04

OBJECTIVE 4:

Support the company's marketing efforts.



STRATEGY

NINICO implemented a multi-tiered approach to achieve Boardwalktech's marketing and branding goals. The following tactics were used to elevate the company's presence:

01



02



03



BRAND PLAYBOOK DEVELOPMENT

Created a comprehensive Brand Playbook to ensure messaging consistency across all channels.



STRATEGIC MEDIA ENGAGEMENT

Secured multiple opportunities for Boardwalktech executives to offer commentary on key industry topics, including AI, supply chain, and e-commerce logistics.



EVENT PARTICIPATION

Developed a full booth design for industry symposiums and arranged meetings with key editors, including SupplyChainBrain to discuss Gartner's predictions on application development in supply chain management.

STRATEGY

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04



CONTENT CREATION

Edited and developed detailed marketing plans for both Velocity and Unity Central, focusing on supply chain solutions.

05



EXECUTIVE PODCAST AND THOUGHT LEADERSHIP OPPORTUNITIES

Pitched Boardwalktech's CEO for executive podcast features, securing visibility in publications like Forbes and Authority Magazine.

RESULTS:

NINICO's engagement with Boardwalktech led to significant brand growth, industry recognition, and marketing clarity. Key achievements include:

INCREASED MEDIA VISIBILITY

Boardwalktech gained national media exposure through thought leadership and expert commentary on AI, supply chain trends, and customer service innovations.

STRATEGIC MARKETING IMPACT

Developed marketing strategies for core products (**Velocity** and **Unity Central**) that clarified the brand's positioning in the market.

SOCIAL MEDIA REVAMP

Provided cleanup recommendations and strategic content to enhance the company's social media presence.

INDUSTRY CONNECTIONS

Facilitated important conversations with industry leaders and editors, positioning Boardwalktech at the forefront of supply chain discussions.

PARTNERSHIP HIGHLIGHTS

CREATED OPPORTUNITIES FOR COMMENTARY

in Forbes, Authority Magazine,
InformationWeek, FreightPop, and CIO.

Forbes



InformationWeek

FreightPOP

CIO

DEVELOPED MARKETING PLANS

for Velocity and Unity Central



FACILITATED STRATEGIC MEETINGS

and commentary opportunities at high-
visibility industry events, enhancing
Boardwalktech's credibility.

IMPACT

BRAND STRENGTHENING

NINICO's efforts laid the groundwork for Boardwalktech's long-term success by aligning marketing and public relations strategies with business goals.

MARKETING AND MESSAGING CLARITY

The creation of the Brand Playbook and targeted marketing plans provided Boardwalktech with clear, actionable strategies for future growth.

MEDIA COVERAGE

The partnership resulted in numerous high-profile media placements that amplified Boardwalktech's industry influence.



NINICO®

CONCLUSION:

Through a collaborative and strategic approach, NINICO successfully enhanced Boardwalktech's brand positioning, increased visibility, and provided the tools necessary for sustained marketing success. The foundation laid during this partnership will continue to support Boardwalktech's long-term goals in the rapidly evolving technology and supply chain sectors.

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