

Case Study

Goal: Heighten awareness of SIG and increase membership.



"Thanks to the professionalism, networking and activity of Radical Moves, the Satellite Innovation Group (SIG) has always been on the forefront of successful Public Relations campaigns as well as publications of articles in relevant magazines and news papers. Their team participation in Congresses and Meetings has been crucial for us with regards to event organisation, press releases and design. We are proud of having Radical Moves as a successful partner. We are looking forward to having further successful years in cooperation."

Andreas Voigt, Director, Satcoms Innovation Group

Challenge:

SIG is a global group and was formed by the industry for the industry. It enlisted the help of Radical Moves to increase visibility through social media, trade media and events, encouraging more members to participate and solve the problems faced by the satellite sector.

What we did:

- Initiated social media campaigns focused on current news both from SIG and the industry in general.
- Secured and created regular quality articles, comments, and press releases.
- Secured speaking opportunities at key events.
- Engaged with membership with frequent updates and promoting their activities.
- Organised and promoted very successful member workshops that bring members together to discuss the hot topics of the day.
- Initiated, promoted and ran the SIG Awards.
- Partnered with various event organisers.

Results:

- Increased SIG's LinkedIn presence to 2,124 followers from 1,557 at the end of 2023 and gained over 105,600 impressions in 2024. This increase has been completely organic as SIG has not run any paid LinkedIn campaigns.
- Increased membership to 39 members in 2024 from 24 in 2022.
- Published 13 articles in trade publications throughout 2024.
- The SIG Awards are now an established event and attract a lot of interest each year.
- Organised very successful breakfast session at SATELLITE 2024 on FPAs which led to an initiative being formed.