



Customer Success Story



Launch Product Marketing Partners with Spirion to Highlight U.S. Data Privacy Legislation

SNAPSHOT

Data protection and privacy are increasingly hot topics nationally and locally. The legal landscape around data privacy is growing more complex, and municipal governments are becoming more involved in guarding consumer data.

Spirion is a national leader in data protection, with solutions that help organizations and businesses comply with ever-changing data privacy legislation. In 2021, Launch Product Marketing teamed up with multiple state legislators sponsoring state-level data privacy bills and asked Spirion if they would like to launch a marketing program highlighting data privacy regulations and protection methods.

Throughout 2021, Launch Product Marketing developed a series of influencer marketing campaigns for Spirion to spread the word about data privacy regulations within the United States.

PROBLEM

Data privacy legislation is complex in the United States. Currently, there is no absolute federal legislation governing consumer data use, distribution, and storage. While regulations exist outside of the U.S. (as with GDPR in the European Union), U.S. data privacy is mainly regulated at the state level.

To sift through the confusion, IT security leaders, businesses, and consumers need transparent and timely local and national data privacy regulation guidance.

SOLUTION

Launch Product Marketing secured non-paid speaking sessions with some of the most prominent data privacy voices on Capitol Hill. These individuals were brought together for a unique, timely, and necessary program to discuss data security concerns around the country.

The dynamic lineup of influencers grew after the first webcast went live in March 2021. Fortunately, word about the campaign spread rapidly as public relations teams and legislative aides became aware and enthusiastic about the program. Many state leaders were eager to participate in data privacy awareness.



Results

Live events were featured and promoted through email, social media, public relations, and paid digital ads.

All advertisements were designed to target highly regulated industries and Spirion's buyer persona.

Legislators were featured in individual 'fireside chats' throughout the year, concluding with an all-star panel on the RSA® Conference 365 virtual stage in [U.S. Data Privacy Trailblazers: An Insider's Perspective Into Emerging State Privacy Laws](#). As the worldwide leader in cybersecurity policy, RSA's collaboration was pivotal for the program's success.

Featured speakers included:

- Florida (Fiona McFarland, FL House of Representatives)
- Utah (Walt Brooks, UT House of Representatives)
- Texas (Giovanni Capriglione, TX House of Representatives)
- Virginia (David Marsden, VA State Senator)
- Colorado (Robert Rodriguez, CO State Senator)
- New York (Kevin Thomas, NY State Senator)
- Scott Giordano (VP, Corporate Privacy, and General Counsel at Spirion)



Major Benefits

The U.S. Data Privacy Trailblazers program drew the attention of a global audience. These critical conversations have spurred an ongoing, highly successful, widespread discussion about data privacy policies. Without clarity, organizations and consumers are left to wonder which data privacy regulations are coming and how they impact daily life and business.

Program highlights

- Social reach of 1,000,000+ views
- Hundreds of shares and reposts
- \$4,769,000 in net new sales pipeline (seven-month timeframe)

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