

How we helped Neosec launch from stealth and grow their social media following by 915%

After 16 months of strategic content creation and management, we helped Neosec increase their social media following and garner an average of 2,500 monthly visitors to their social pages.



Neosec is an application security company that emerged from stealth mode in 2021. They launched the company with the goal of reinventing application security to protect APIs from business abuse and data theft. Built for organizations that expose APIs to partners, suppliers, and users, Neosec discovers APIs, analyzes their behavior, audits risk, and stops threats lurking inside.

The Launch

Strass Collins partnered with Neosec prior to their emergence from stealth. The goal for their social media launch was to drive awareness for Neosec within the industry to help secure acquisition offers.

We started with the development of an in-depth management strategy for LinkedIn & Twitter, followed by a full-service social media launch. We collaborated with their PR team to amplify press around their emergence from stealth. Additionally, we created an in-depth social media guide for Neosec employees to help streamline communications and promote internal support for corporate social media channels and initiatives.





Neosec saw 527% follower growth in their first six months.

Strass Collins meets weekly with the Neosec marketing management team to ensure social initiatives align with their overall marketing strategy, communications calendar, and business goals. We continuously work alongside Neosec's PR firm, Merritt & Rose, to amplify PR initiatives and expand the digital reach of press messaging, industry articles, and thought leadership pieces.

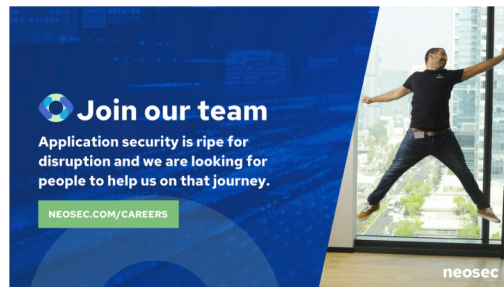
SINCE LAUNCH, NEOSEC HAS SEEN

915%
FOLLOWER
GROWTH

300
AVG MONTHLY
ENGAGEMENTS

19,000
AVG MONTHLY
IMPRESSIONS

2,500
AVG MONTHLY
VISITORS



Today, we provide Neosec monthly social media content & social media management, including:

- Post copywriting & hashtag strategy
- Graphic & video design
- Strategic scheduling & publishing
- Community monitoring & engagement
- Quarterly success reporting

In May 2023, Neosec achieved their ultimate goal when they were officially acquired by Akamai Technologies.

"The team at Strass Collins is professional and executes tactically every week. From helping with long term strategy to providing advice on responses to posts, **they are experts in their field.** The partnership with Strass Collins is a valuable extension of our marketing team."



Edward Roberts
VP of Marketing, Neosec