

## Technology Manufacturer

Developing and executing an integrated, digital marketing strategy in preparation for a North American product launch.



## The Situation

**One of the world's leading manufacturers of information communications technology products,** needed to develop an awareness campaign to generate demand with distributors for its test and measurement, secure communications, monitoring and network testing, and broadcast equipment.

While the technology manufacturer was experiencing high awareness and recognition in the European market, and had strong sales on higher-end products in the U.S. market, they had not experienced the same strength with distribution partners on mid-range and value products.

The company sought help from Right Source to develop a proactive awareness campaign to generate demand and enhance relationships with distributors, as well as help the company launch new, mid-range products into the market as they were released.

**In preparation for North American product launches, the manufacturer's product marketing team needed additional resources to quickly develop and execute an integrated, digital marketing strategy.**

## Challenges

- ➔ With an expensive brand perception, the manufacturer needed to create awareness about its value product line, while maintaining the reputation for quality.
- ➔ The manufacturer needed accurate benchmarks that would allow the company to establish marketing and lead generation targets and goals.
- ➔ Paid search and social media were identified as key channels for creating awareness, generating leads, and measuring results. The company needed expert support from paid media specialists who could quickly stand up effective campaigns and evaluate success, scalability, and sustainability.
- ➔ Paid campaigns required audience knowledge and complex content creation in order to target engineers and distributors with relevant, engaging content that accurately portrayed high-quality products at budget-friendly prices – across the right digital channels.
- ➔ In preparation for North American product launches, the manufacturer's product marketing team needed additional resources to quickly develop and execute an integrated, digital marketing strategy.
- ➔ The company's very specific customer base also made it important for Right Source to identify trade publications to showcase their messages while tracking performance and adjusting efforts regularly for maximum awareness and ROI.

## The Work

Using both new and repurposed content, Right Source was able to help the manufacturer quickly stand up an awareness campaign targeted at engineers and distributors, and launch a new value product in North America. Once launched, Right Source provided ongoing optimization, helping the technology leader maximize its budget, exceed its annual lead goals, and generate significant return on investment.

### In less than 12 months, Right Source:

- ➔ **Built a strategic awareness campaign strategy** for new North American product launch.
- ➔ **Developed industry benchmarks for the new product campaign** to establish goals and accurately measure success.
- ➔ **Targeted the company's identified personas** for specific niche products with results-driven paid, social, and digital media campaigns.
- ➔ **Provided valuable campaign reporting and analytics**, helping stakeholders prove value to leadership.
- ➔ **Performed quarterly social listening audits** to evaluate response to ads, creative, and content and adjust accordingly.
- ➔ **Regularly audited digital channels, lead generation forms, creative, and content** to optimize, boost efficiency, and increase conversion.
- ➔ **Managed relationships, placement, and tracking for digital trade publications**, improving placement and tracking capabilities, and increasing ROI by consistently shifting spend to top performing publications.

## Results

1,800 

**1,800 leads** ⊕ The company set a target lead generation goal of 300 leads — within 6 months, Right Source helped drive more than 1800.

72% 

**72% lower CPC** ⊕ By optimizing paid digital media, Right Source helped identify efficient formats, channels, and audiences — lowering the CPC by 72%.

11 

**11 niche trade publications** ⊕ Right Source identified 11 different trade publications with placements geo-targeted to North America, allowing the company to drive awareness among a very specific audience.

30,410 

**30,410 digital ad clicks** ⊕ In the highest performing month, the manufacturer's digital ads received 30,410 clicks, resulting in 555 leads.

“In working with this technology manufacturer to launch their North American value product line, we were able to align our digital marketing strategy with their business goals to achieve an outcome that more than exceeded their expectations for brand awareness and lead generation.”

— Melanie Kelleher, Senior Account Director, Right Source Marketing

RightSource M A R K E T I N G

At **Right Source**, we help companies show results on marketing investment by building and implementing strategic plans that use content, design, technology, and targeted distribution to engage audiences.

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