

Case Study: Microdesk

Microdesk provides business process, information technology, and software consulting to the architectural, engineering, construction, and facility operations industries. Its services also include commercial-level desktop and web-based software development for geographical information systems and building facilities management.

The Problem

Having a presence at prominent conferences in your industry is essential for just about any business. Ideally, it's an important way of acquiring leads and connecting with potential customers. But it can be very expensive, which means they need to have a big payoff in order to be worth the investment. Microdesk was having issues in this area. Especially at larger conferences, they were finding it hard to make their booth stand out amid a throng of other exhibitors.

First, they wanted to find a way to drive conference attendees directly to their booth, rather than simply relying on curious passersby. Second, they wanted to be able to turn those visitors into actual, usable leads. And, finally, they wanted to be able to target those leads more individually by determining their specific area of interest in their company: products, services, training, etc.

Analysis

There are a number of ways to monitor activity and generate leads online. Using Google Analytics and other marketing automation techniques, you can track what pages people are visiting on your site, what keywords they're searching for to find those pages, who clicked through from your latest e-mail, and much more. And, of course, you can categorize leads by interest based on what forms they filled out on your landing pages.

But this process becomes more difficult at a conference, as there are no clicks to track. You can still have printed forms for visitors to fill out and plug their information manually into your customer relationship management system, but it's a less exact science, with a larger margin for error. It's even less exact when you factor in the people who took your card at a conference and then called you afterwards. It's important to have an accurate way of measuring the ROI of your attendance at a conference.

The Solution

Microdesk leveraged the MEDIAmobz platform to create and publish content that generated interest and responses from a conference using a series of buzz-generating activities before, during, and after the event. First, they took videos Microdesk had already made of a client success story and repurposed it into a series of clips that could be distributed before and during the conference. They used these clips throughout the conference to generate buzz for their booth via social media.

They then continued the customer video theme by having cameras at the conference itself to grab interviews with attendees. This way, they were able to maintain a steady stream of content throughout the conference by turning these interviews into 30-second sound bites and distributing them as well. This was able to generate further buzz, not only through social media, but also through word of mouth of the conference attendees in the clips, who were excited about their moment in the spotlight. The clips were then placed on an Mpage, along with a form to fill out, thus better enabling Microdesk to capture and quantify leads.

Finally, Microdesk held demo sessions at their booth to show who they are and what they do. These demos were also captured on video and distributed online, along with a lead-capture form. With a variety of different videos available, this allowed them not only to capture leads, but also to categorize them based on viewers' specific interests and target them with an appropriate e-mail campaign. They were also able to track the success of each of these pages using analytics programs and compare it to the success of their other content.

The Results

First of all, the video content created for the conference continues to generate views long after the event is over. They were able to provide their target audience with a variety of touch points with interactions that could be accurately quantified. And by using these different touch points, Microdesk was able to uncover 46 new leads and generate 16 new opportunities. All together, this video and publishing combination was either directly or indirectly responsible for a 22% contribution to their revenue. The MEDIAmobz platform enabled Microdesk to repurpose existing, create new content while publishing and measuring all, and yielding a significant, measurable ROI.

“One of the biggest frustrations I often hear from fellow marketers is their inability to really maximize the assets that they create. A huge amount of effort and investment goes into producing content such as webinars, case studies,

whitepapers, etc. and it can be incredibly disheartening to see them leveraged in only a limited number of ways.”

“MediaMobz was able to help us find ways to truly maximize the assets we created by repurposing them for multiple uses. This has not only helped us to more fully realize our return on investment in these pieces, but also provided a way to combine a variety of assets together and configure them for a multitude of purposes, resulting in a truly integrated marketing approach.”

- Laura Guzman, Vice President of Marketing, MICRODESK