

Campaign — \$20K

A successful digital marketing campaign is benefit-driven and multi-pronged. The best campaigns include a mix of assets that complement each other, are easy to find, and are crafted to deliver the information decision-makers need.

The right mix depends on the underlying reason for the campaign, and on the audience. For the campaign presented here, we developed both an interactive white paper and a range of supporting assets to drive traffic toward that paper.

(Click on the image of each asset to see it at full size.)

Interactive white paper



An interactive white paper presents valuable information tailored to the vocabulary and needs of the intended readers, with built-in navigation features and external links to resources such as reference materials, related studies, and products. In concert with a registration gateway, the paper itself can also be a lead-generation tool.

Blog



Blogs are a great way to give prospects more in-depth information about a product's capabilities, or to convey helpful tips about how your products can help address customers' pain points. Blogs can excerpt or expand on existing assets such as white papers, or reference news events relevant to potential customers' business challenges.

Social Tile



Because social media sites such as LinkedIn and Facebook have stringent and frequently updated format requirements, the design of social tiles takes special attention. Each tile is something like a headline—intended to catch the reader's eye in a crowded field and direct them to the primary asset or assets.

Email



Email directed to technology buyers and decision makers has to be both informative and succinct. As with the other assets listed, email is a way to get your product-benefit message across clearly—and because responses can be tracked, email can provide unique insight into your customers' and prospects' interests and reactions.

Infographic



Infographics contain key information in a compelling, easy-to-read format. Infographics are flexible; they're suitable for social media, email, web pages (static, or as part of an image gallery), printed collateral, and more. In this campaign, an infographic presents key facts from the white paper and links to it.

These are just a sampling of the kind of assets that can be orchestrated in a single campaign. Other assets, from solution briefs to focused background materials for industry-specific sales teams, can be designed to perfect the mix.

Turn your product's features into leads—and sales. Let our team help craft the benefit-driven messaging campaign you need.

GET STARTED