

Case Study: An Integrated B2B Campaign

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The Social Shake-Up
May 22-24, 2017 | Atlanta

www.socialshakeupshow.com

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Aha! -- AR|PR's Approach

Public relations isn't defined as simply media relations and events, but rather a calculated combination of strategies and tactics across several disciplines including traditional marketing, advertising and content creation. **We call it the 360° approach.**



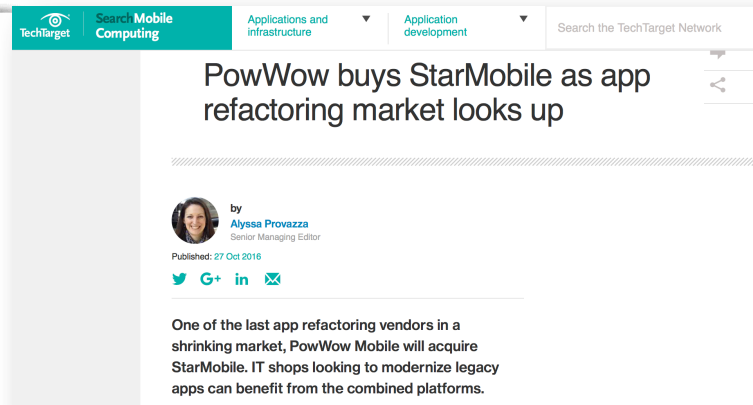
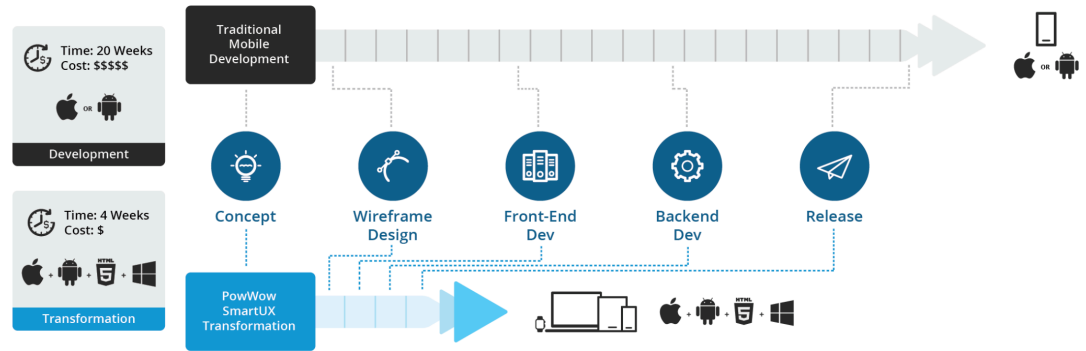
Background



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Meet PowWow Mobile



The Challenge



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*meet Kristen
PowWow Mobile's new VP of marketing*

- Previous PR agency was doing very basic & un-strategic social media work
- Previous press coverage had been un-strategic, spotty and inconsistent
- Previous demand gen consultant was running PPC campaigns that weren't tied to real persona-based lead gen campaigns, further, there were ZERO landing pages in existence

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- There were zero case studies and very little blog, white paper, etc. content to utilize
 - Prime competitor is better funded and hence, louder in the marketplace; and a secondary competitor launched with a former AOL exec
 - There was no centralized marketing measurement efforts for top of funnel, much less tracking on how leads were moving thru the funnel

The Solution



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Theme: Modernize & Mobilize

1 Modernize and Mobilize Your Enterprise

2 You're just a few fields away from a new app!

3 PowWow Mobile: 80% of enterprises gain ROI w/ mobilization. Learn more in our report w/ @mobilitychange bit.ly/2a5kZms

4 ITProPortal: Eight considerations for future proofing your enterprise mobility strategy

5 AirWatch Connect: The Leading Event for Enterprise Mobility

6 Caprizo Top Competitor - Enterprise Mobile Solution

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Only RMAD platform for iOS, Android, HTML5 and Windows10 for any mobile device.
Why PowWow? - How PowWow Works - Get Started - About Us

Key Takeaways

Before you begin an integrated B2B marketing campaign you must...

1. Conduct thorough persona research and identify where each persona is in his/her unique buyer journey
2. Take your company's core messaging and map key messages to each persona
3. Bring all marcomm stakeholders to the table to map the campaign at a high level (e.g., media relations needs to understand which publications the personas read and why the demand gen team needs those readers to get to the company's website).