

GETTING NOTICED IN THE CROWDED TECH INDUSTRY



How Does a Mouse in the Technology Field Roar Like a Lion?
A CASE STUDY

Getting Noticed in the Crowded Tech Industry

When the founders of EuclidIQ began developing a video compression technology to optimize the delivery of high-definition video to connected devices, they were entering a small and very specialized community. Who would be listening to their ideas while they got their company off the ground? How could they establish themselves as the innovators they are in the highly niche arena of video compression?

Challenge: Get noticed and respected as a thought leader in a niche technology industry.

Solution: Create a mix of traditional and digital marketing activities to build blog followers and social media engagement.



How do you amplify a brand?

CEO Richard Wingard knew that as a small and growing company, EuclidIQ did not have the internal resources to build the kind of marketing effort needed to get established in the marketplace. Wingard wanted the company to keep its eye on core business goals. Rather than invest in adding personnel, they outsourced their marketing to Marsden Marketing to get the benefit of strategy, management, and execution.

“We are not marketing experts. We are video compression experts. We hired Marsden Marketing to develop and manage our marketing plan so that we could stay focused on building our solution. A few years ago very few people knew our name. Today, we enjoy an enthusiastic following on social media and a highly engaged prospect list,” said Wingard.

Marsden Marketing created a marketing plan designed to achieve the highest potential for engagement with Euclid’s target market, and that fit within the budget resources of a start-up company. We focused marketing dollars on inbound marketing, also referred to as content marketing, to maximize digital outreach. By creating and promoting Search Engine Optimized (SEO) content, and using a Marketing Automation Platform (MAP) to collect and track data on prospect engagement with the content, we were able to start building a community of interested followers. The use of Calls-to-Action (CTAs) on the website and on social media prompt prospects to leave contact information for either signing up for the blog or obtaining premium content like white papers.

The Plan

We outlined a 6-step marketing plan to launch the EuclidIQ digital presence.

1. Understand buyer personas and design an inbound marketing strategy to engage with both technical specialists and business development executives in the industry.
2. Create a plan of engagement by establishing a blog, social media presence, and email marketing campaigns targeted tightly toward the video compression community. The social media channels selected were appropriate to this industry.
3. Create a website to serve as the company's lead generation foundation. The web site would be visually compelling with a responsive design (mobile optimized) and include a variety of content for different buyer journeys including blogs, whitepapers, and videos.
4. Leverage tradeshow appearances to gather prospect contact info and grow their email marketing database.
5. Meticulously track prospect engagement on blogs and content, then refine content and distribution strategies to keep driving blog subscribership and further engagement.
6. As EuclidIQ moves toward market readiness, invest in a rebranding initiative with a new name, look, and website.

I was surprised by the level of interaction we received from the technologists in our industry across our social media channels. We expected to find business people involved through channels like Twitter but never thought so many of the technical guys we want to connect with would be using social media. It's been both beneficial and enlightening.

Richard Wingard
CEO of EuclidIQ



How do you measure success?

The metrics below show specifically how marketing initiatives substantially grew the EuclidIQ prospect list and social media followers and engagement within a one-year period.

What EuclidIQ accomplished with their inbound marketing is a great example of integrated marketing – finding the right mix of content and distribution tools that create a highly engaged community.

Blog Subscriber Growth: **550%**

Twitter Follower Growth: **81%**

Email Marketing List Growth: **73%**

Email Click Through Rates in December: **32.1%**

Twitter Reach Growth: **50%**

Website page views Growth: **204%**

Integrated Marketing in Action

A key goal was to increase blog followers. We put a heightened focus on using social media to create more engagement on the EuclidIQ blog by going after prospects who are interested in video compression technology and active on social media. As each new Twitter follower was added, our first engagement was to invite them to sign-up for our blog.

This action increased blog subscribership by 550%. As subscribers interacted with the blog and its CTAs, website page views increased by 204 percent and the email marketing list grew by 73 percent due to increased form submissions.

As we grew the email marketing list, we worked on increasing email click-through rates by sending the most popular blog posts to the full contact database. With a click-through rate of 20.1%, EuclidIQ is crushing B2B industry standards compared to a 3.6% average for technology companies per Silverpop's 2012 Email Marketing Benchmark study. The high email click-through rate shows an engaged list of prospects and industry followers who want to know what EuclidIQ has to say about video compression.

The increase in email and social media engagement drove more blog views and led to blog evangelizers who advocated for EuclidIQ's take on video compression by sharing links and making comments.

"What the metrics demonstrate is that EuclidIQ has built a community of prospects and followers that care about what this company is saying," said Sydney Graham, Inbound Marketing Specialist of Marsden Marketing.

The Spend

EuclidIQ needed to keep a sharp eye on how they allocated marketing dollars. Marsden Marketing helped them to create a plan to strategically leverage their resources.

- » Downloadable content
- » Lead nurturing emails
- » Consistent blogging
- » Social media
- » Frequent press releases
- » Videos - one polished and high-end. One basic to keep costs down.
Tip: Matching up the right topic with the right video treatment is smart strategy.
- » Monthly strategy meeting and weekly monitoring meetings to stay on top of metrics and in alignment with business goals.

As EuclidIQ started to see success in its market visibility, the company was ready for an updated look and feel. Marsden Marketing helped EuclidIQ rebrand with a new name, logo, and website. Content continues to be added on a planned schedule, and each content decision is made with an eye to creating a mix that is appealing to both business and technology people. Social media engagement continues to be nurtured with planned Tweet schedules, LinkedIn posts, and quick responses to prospects that comment on the blog, LinkedIn, or Twitter.

Conclusion

By properly placing content in different channels, EuclidIQ has attracted and engaged prospects that are among some of the biggest players in the industry. The access inbound marketing brings to key influencers and decision makers is a potent competitive advantage. It evens the playing field for emerging companies and optimizes marketing budget dollars.

“What the metrics demonstrate is that EuclidIQ has built a community of prospects and followers that care about what this company is saying,” said Sydney Graham, Inbound Marketing Specialist of Marsden Marketing.

Marsden plays a critical role in amplifying our voice in the video compression industry. They gave us the marketing strategy we needed to put together a winning plan, and then managed and executed it with genuine enthusiasm and investment in the results. They helped us to craft content that speaks to both engineers who want to hear about the technical side of things, and to business developers who are interested in more topline news. They have become a seamless part of our team.

Richard Wingard
CEO of EuclidIQ