



the starr conspiracy

# The Ultimate Campaign: Unite the Forces of Content, Creative, and Promotion

A CASE STUDY



# Get **Your Brand** Firing on All Cylinders

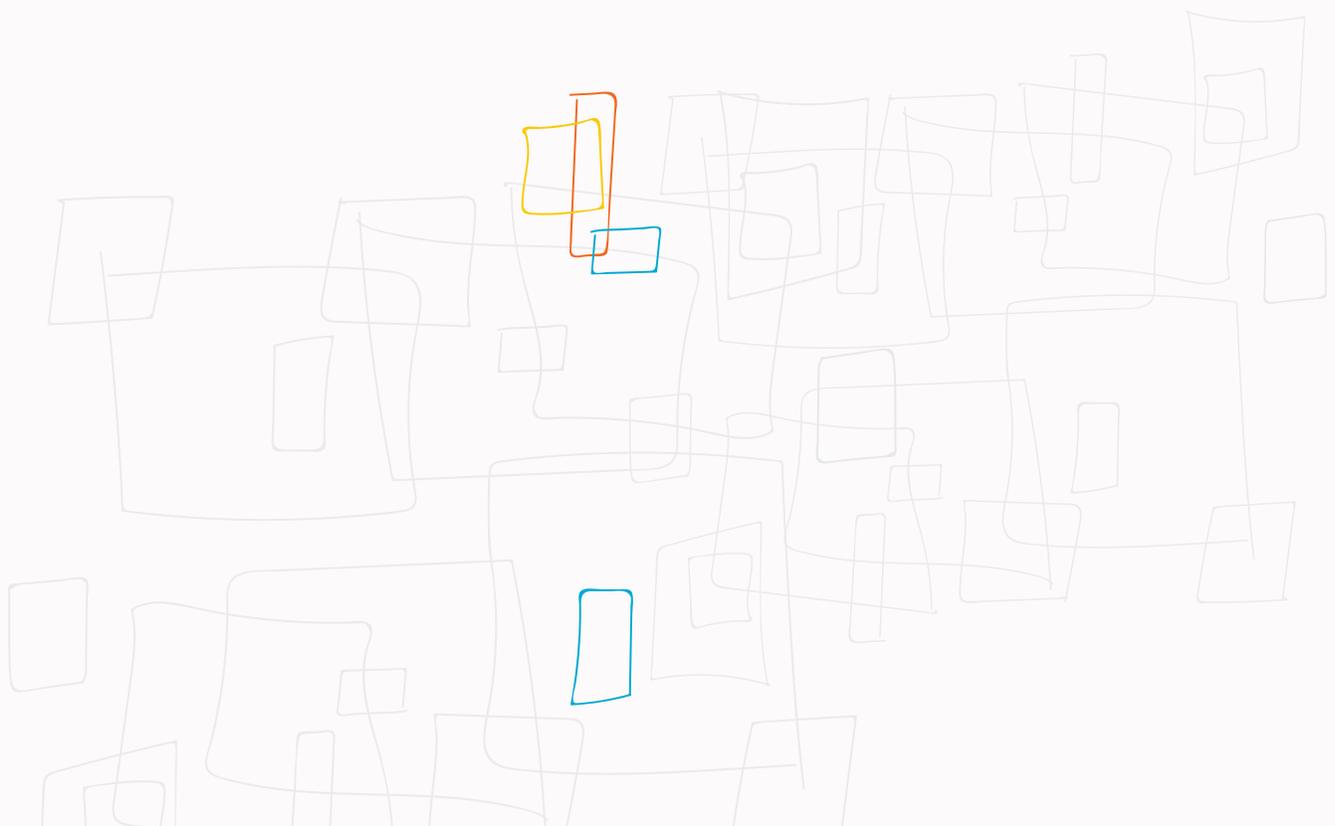
## Go Boldly or Don't Go at All

You've got a new product, a new message, and now it's time to bring it all to the market. If you're like most HCM companies, you're likely chomping at the bit to get out there.

But as an industry innovator, you know that the most successful campaigns are the result of a carefully designed approach. You know that to make a lasting impression on your buyer, your brand must be omnipresent. It must be compelling. And it must tell a consistent story.

To make this happen, everything about your campaign needs to align – your message and content, your design, and even your paid, owned, and earned media placements.

**Don't make a splash. Make an *explosion*.**





## THE PROBLEM

### A Journey Into the Unknown

An employee engagement provider came to The Starr Conspiracy in need of a campaign strategy for their new technology offering. While well known for evidence-based consulting work and thought leadership in the scientific community, the company had virtually no brand awareness or recognition as an engagement platform.

They'd just recently completed a message project with The Starr Conspiracy and wanted to harness their new message and brand archetype for a successful product launch. This was their big moment.

In the past, they'd struggled to differentiate themselves visually in the engagement space. As unparalleled experts in their field, they also needed help conveying their story in a succinct, compelling way. On top of all this, they'd never ventured into the world of paid promotion.

*Read on to see how we got their engine up and running.*





THE SOLUTION

## A Beautiful Machine

To create optimal brand awareness and functional association with their product launch, the engagement provider decided to work with The Starr Conspiracy to develop an integrated marketing plan. We took the company through our six-phase process to unite content, creative, and promotion in a single strategy and drive maximum impact in the market.

### HERE'S WHAT WE DID:





**Strategy:** We determined which communities to dominate and aligned stakeholders on a comprehensive integrated marketing plan to guide the execution of a 12-month campaign.

**Research:** We conducted in-depth audits of the company's current brand, content, and earned media, as well as competitor brands and their paid, earned, and owned media tactics.

**Development:** We developed an integrated marketing plan, which includes a campaign concept and detailed plans for thought leadership, creative execution, and paid, owned, and earned media. This gave the company a specific action plan for investing their marketing dollars in a strategic, concentrated effort – providing a consistent brand experience at every touch point.

**Validation:** We validated the integrated marketing plan in an in-person meeting with the client's executive and marketing teams.

**Activation:** After approving the plan, the employee engagement provider worked with The Starr Conspiracy to execute all content, creative, and promotion work.

**Measurement:** Rather than performing a costly brand-awareness study, we recommended measuring the success of the integrated marketing plan through lead conversions. The more buyers become familiar with the brand, the more they'll engage with their content.

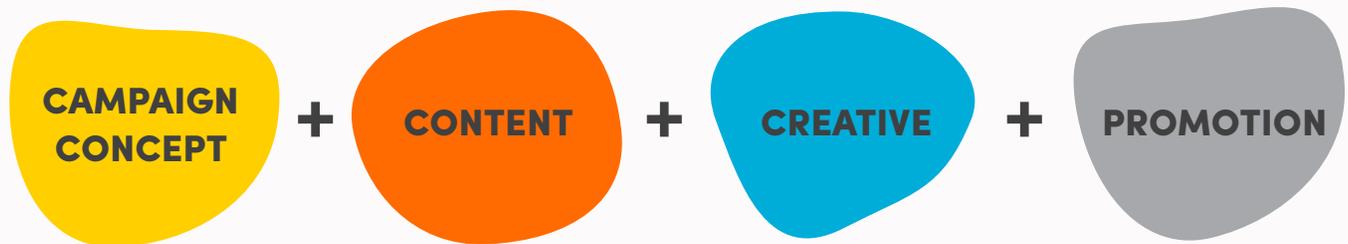




THE RESULT

## Bold. Powerful. Integrated.

The integrated marketing plan equipped the engagement provider with a robust, yearlong playbook to launch their platform and connect with buyers through the lens of a bold, compelling story.





**Campaign Concept:** We developed a campaign concept that captured the passion at the core of the engagement provider’s message and product. This concept included a headline, narrative write-up, and visual mood boards. The concept pushed the company’s brand to stand out among the sea of blues and greens in the engagement space, align more closely with their archetype, and build emotional connection with the buyer.

**Content:** We developed a robust editorial calendar of thought leadership assets to build out their content library and introduce the product and brand to the market – detailing the titles, topics, and cadence for each asset and the thought leadership positions each asset would support. The plan also included recommendations for deeper-funnel pieces to draw prospects further into the buying journey.

**Creative:** The plan detailed on-brand mockups for an e-book cover, social media images, banner ads, emails, and landing pages. This put the company stakeholders in the buyer’s shoes and allowed them to see their brand through every touch point.

**Promotion:** For paid media, we recommended targeting an online industry community that fit well with the company’s highly differentiated product and message, and partnering with this vendor to deliver a research report and keynote presentation at their annual employee engagement conference. The plan also included paid search and display tactics to help bolster the brand and drive more leads. Recommendations for owned channels featured a nurture stream campaign to capitalize on the company’s house list.

For PR, the earned media plan recommended direct pitching, tying the product to their established coverage as thought leaders, and broadening their earned media efforts to a more global business audience. The plan detailed the budget, specs, target audiences, objectives, and estimated performance for all channels.

Armed with this comprehensive, creative integrated marketing plan, the engagement provider and The Starr Conspiracy have moved into the execution phase and already received positive feedback from external stakeholders. **We can’t wait to see what happens next.**



# Start **Your** Engines

## It's time to rev things up.

Now that you've got a good grasp of the basic elements of an integrated marketing plan, it's time to get into the details and see how this would work for your brand. If you're ready to tap into the power of content, creative, and promotion to unleash a campaign unlike anything your audience has ever seen, call us. We're ready to help.

**LET'S TALK**

### About The Starr Conspiracy

The Starr Conspiracy is a full-service digital agency that helps HCM industry innovators propel brand awareness, drive leads, and eat market share like nobody's business. We're not your typical marketing and advertising agency – we meld digital advertising, brand innovation, and industry insights to change categories, industries, and – yes – even the entire notion of B2B marketing as we know it. Revolutionaries hell-bent on shaking things up are welcome. Conformists, please stay home (you'll hate working with us, anyway).

