



the starr conspiracy

The **Quickest** Way to **Solution Awareness**

A CASE STUDY



Raising **Awareness** With the **Right Audience**

Does Your Audience Know What You Sell?

It happens all the time. You're the leader of your category (or — at the very least — you're pretty close), but people only know you for selling a certain thing. That "thing" probably happens to be your bread and butter product, and you know that continuing to spend marketing dollars on that product isn't doing your other offerings any favors.

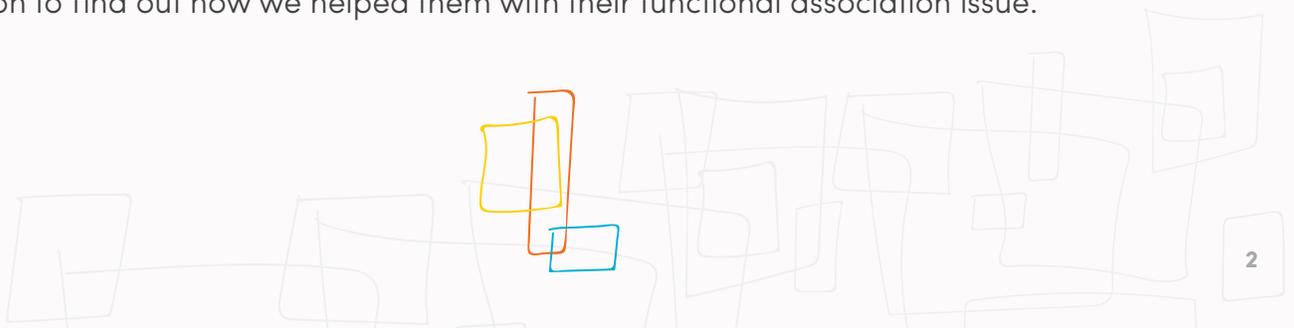
Your other offerings are great, but no one even knows they exist. Worse: Your current customers are going elsewhere for those other offerings. You're effectively losing business that's ripe for the taking.

Your offerings outside of your bread and butter solution are great, but no one even knows they exist.

As bad as this is, don't worry — you're in luck: This is a pretty common problem for organizations of all sizes.

We at The Starr Conspiracy call those "things" you sell functional associations. We define functional associations as the primary features or products you want to be known for. And selecting and marketing those functional associations is deceptively difficult.

If you're reading this, you probably have a functional association problem. Another big player in the human capital management space was in your shoes not too long ago. Read on to find out how we helped them with their functional association issue.





THE PROBLEM

Marketing the Right Offering to the Right People at the Right Time

A 90-year-old rewards and recognition company came to The Starr Conspiracy with a distinct problem: Everyone knew them for physical rewards (trophies, watches, company swag — that whole thing), but no one knew they had amazing awards and recognition technology.

They had been known and thrived in the physical rewards business for so long that they had created a functional association problem for themselves. They needed to get the word out about their technology — and fast.

And not just fast — they needed to get word about their technology out to the right audience. It was all about raising awareness for their functional associations with the right people, at the right time, in the right mindset.

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That's where The Starr Conspiracy came in.



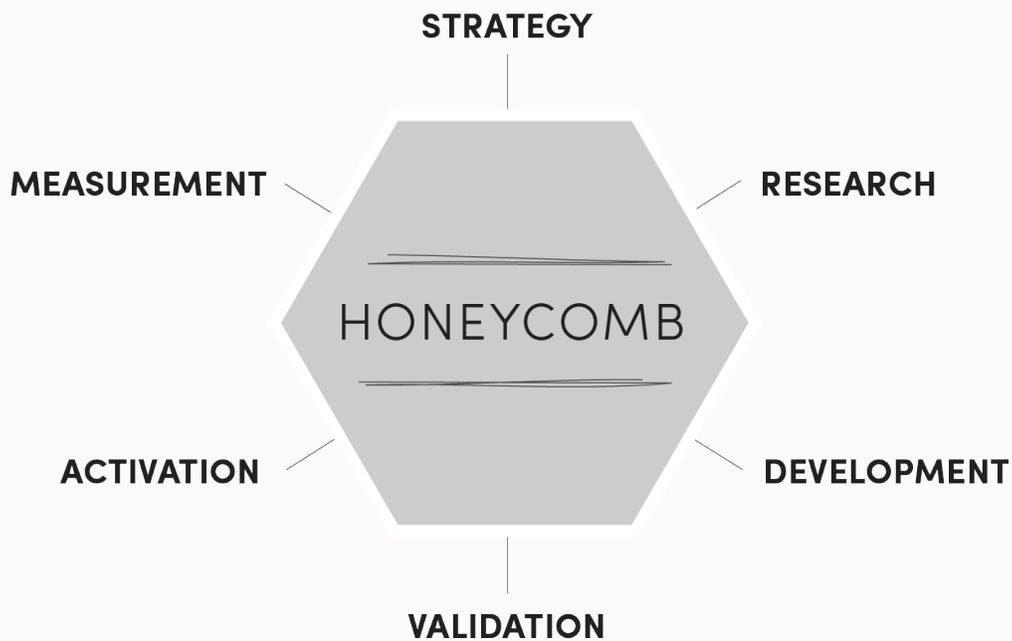


THE SOLVE

Strategically Hitting the Right Audience Full Force

As with all projects we conduct, to help the organization create a successful digital strategy that raised awareness for their technology functional association and target their radical buyer in the right place at the right time, The Starr Conspiracy took the company through our Honeycomb Process. It's a vital journey to help the enterprise discover what they offer and set up their digital strategy for success.

HERE'S WHAT WE DID:





Strategy: The Starr Conspiracy defined the organization's functional associations and set forth with the goal to increase the organization's technology functional association with the right audience. We aligned on driving brand before demand.

Research: The Starr Conspiracy identified the attitudes, behaviors, and beliefs of the organization's radical buyer and engaged in extensive online community analysis. The community analysis ensured that every dollar the organization spent had a reason behind it.

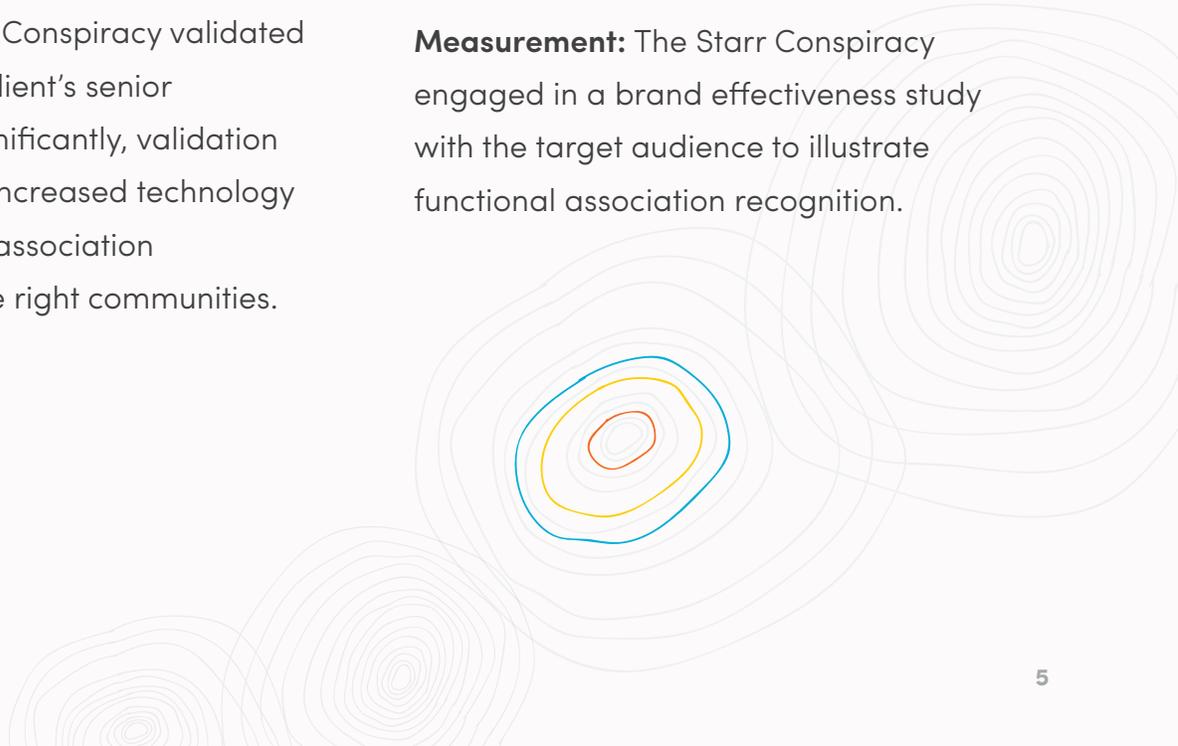
Development: The Starr Conspiracy developed an integrated marketing plan that combined strategy, branding, and — of course — digital advertising to the right community channels.

Validation: The Starr Conspiracy validated the project with the client's senior leadership. More significantly, validation came in the form of increased technology sales and functional association recognition within the right communities.

Activation: After testing and selecting the right community channels, The Starr Conspiracy conducted an industry channel takeover where coverage in the right channel to the right audience permeated the channel.

To describe the omnipresent dominance that comes with an industry channel takeover, we often use the metaphor about the beakers and the eye dropper. If you have a set of beakers in front of you and only one eye dropper full of dye, you can either fill each beaker with a little bit of dye (and risk diluted, diminished returns) or drop all of your dye into one beaker (full channel saturation). An industry channel takeover is dropping your dye into one beaker, and it's super-effective when you're working with a limited budget.

Measurement: The Starr Conspiracy engaged in a brand effectiveness study with the target audience to illustrate functional association recognition.





THE RESULT

The Right Recognition with the Right People

As a result of going through our Honeycomb Process, the company saw significant pipeline growth for their technology offerings over time. The organization increased new user-to-lead conversion rate for their category and then later increased their conversion rate from lead to opportunity. On top of that, they saw incredible increase in their technology functional association and an increase in conversations with the right people about that technology.

This organization continues to grow with recognition (sorry for the pun) in the human capital management space every day. All it took was that initial effort of getting in front of the right people, with the right message, at the right time.

A great success story, right?
Let's discuss creating one of your own.



Let's Find the **Right Channel** for You

We're Ready for People to Know What You Do.

It's time for people to know what you do outside of your bread and butter. We're ready to help the right audience discover those offerings in the right place, at the right time, and in the right mindset.

We'd love to have a conversation about your marketing needs and how we can work together to help you create a digital strategy to attract buyers.

LET'S TALK

About The Starr Conspiracy

The Starr Conspiracy embraces the humanity in business to build brands that have emotional resonance. More than a global business-to-business marketing agency, we're a movement. We're changing the way technology companies view themselves, their customers, and the world. Unlike conventional agencies, we fuse advertising, technology, and advisory services in completely new ways — ways that defy categorization and challenge the old-school agency structure.

