



Integrated Marketing Campaign Assets Strengthens Client's Vertical Traction

ABOUT OUR CLIENT

Launch's client helps creators of complex products that rely on distributed teams and supply chain partners stay ahead of the competition. Their market leading Product Lifecycle Management (PLM) and Quality Management Systems (QMS) software enables real-time collaboration throughout the New Product Development and Introduction process to eliminate barriers, reduce costs and increase profitability.

"The Launch Marketing team effectively collaborated with our internal experts to produce an array of integrated campaign assets that are helping us to expand our outreach and penetration in key vertical markets."

-Anonymous Client Executive

The Opportunity: Amplify and Elevate the Client's Marketing Assets and Outreach in a Priority Vertical

Launch's anonymous client has been delivering world-class PLM and QMS solutions to more than 1,300 customers across 80+ countries. In assessing their market and organizational objectives, the client sought to increase their thought leadership and depth of resources available for marketing outreach in an opportunistic vertical that represents significant growth for the company.

With an internal team of subject matter experts and already focused marketing leaders in place, the client needed an experienced B2B marketing partner to extend their content and campaign capabilities to drive the development of new and updated content and creative assets that would engage their target audience at the top and midpoint of the sales funnel.

The Solution: Integrated Marketing Campaign with Supportive Content and Creative

Launch recommended an integrated marketing campaign hallmarked by foundational eBook and white paper content that served as thematic pillars



Launch defined an integrated marketing campaign and produced the content and creative components needed to drive target audience engagement



DEVELOPED INTEGRATED CAMPAIGN AND CONTENT ASSETS

- *created wide ranging top-of-funnel content*
- *produced innovative direct mail component for mid-funnel account engagement*
- *developed templated email elements for seamless future evolution*

for supportive blog, search engine marketing, email marketing, and social media posts to drive awareness, engagement and conversions from the client's primary buyer personas in this target vertical.

Partnering with key subject matter experts from the client, content developers from Launch conducted discovery sessions and guided content iterations to produce highly relevant and targeted messaging and assets that addressed key persona pain points and articulated how the client helps to address them. The day-to-day project tasks were advanced in the client's internal web-based project management platform to foster seamless collaboration and maintain communication norms for the client's team.

The collaborative work produced assets that are helping the client communicate their value proposition more effectively for this priority vertical. "We partnered with Launch Marketing because they understood what we were looking for when it came to fully integrated marketing campaigns and demonstrated an aptitude and approach for understanding the complexities of our offering and market," the client shared.

The Results: High-Quality, On-Message and On-Brand Assets

Upon final approval, the client pushed each of the assets live in step with the integrated campaign. Each asset was wholly consistent in theme and brand identity and built off one another to support the campaign objectives and enable ongoing messaging to newly engaged prospects and leads as growth in this key vertical continues.

