

CASE STUDY

OVERVIEW

Ahead of the Chief Customer Officer events in London and San Diego, we teamed up with Conversocial, a provider of social customer service engagement software who were keen to increase engagement with our senior community and create new conversations with interested participants before and after the physical event.

RESEARCH

We worked with senior executives at Conversocial, to design a questionnaire that would compare how 100 senior customer experience professionals in Europe and North America are using on-demand support to meet an array of business objectives.

CONTENT CREATION

From the results of the survey we created a trends report, with analysis from Conversocial, Pinterest and The Guardian.

MARKETING PROMOTION

We built out a campaign utilizing our network of influencers, social communities and online database. We overlaid these elements with a series of dedicated emails, on-site lead flows, targeted PPC campaigns and a series of four supporting blog posts.



Conversocial

 **350**

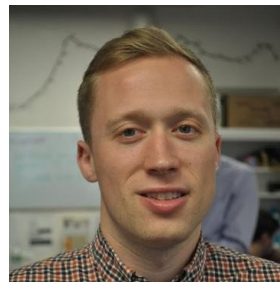
We delivered over 350
high quality leads to
Conversocial.

WHY DID YOU CHOOSE TO WORK WITH US?

We've a fairly new relationship with Corinium, but having seen success participating in their Chief Customer Officer events across the US we decided to partner with them further. Having been pleased with the level of seniority and engagement within their community we wanted to build upon this relationship to continue conversations with interested participants once the conference was over. We chose to support Corinium in the production of a white paper as they not only understand the industry but have engaged and active communities.

HOW DID THIS MARKETING CAMPAIGN FIT INTO YOUR OVERALL STRATEGY FOR 2017/18?

We've supported many organizations looking to provide on-demand support for the modern consumer and with this project we wanted to illustrate how companies, when done correctly can leverage social messaging to support a wide array of business objectives.



Harry Rollason
Director of Marketing



DID THE CAMPAIGN LIVE UP TO YOUR EXPECTATION?

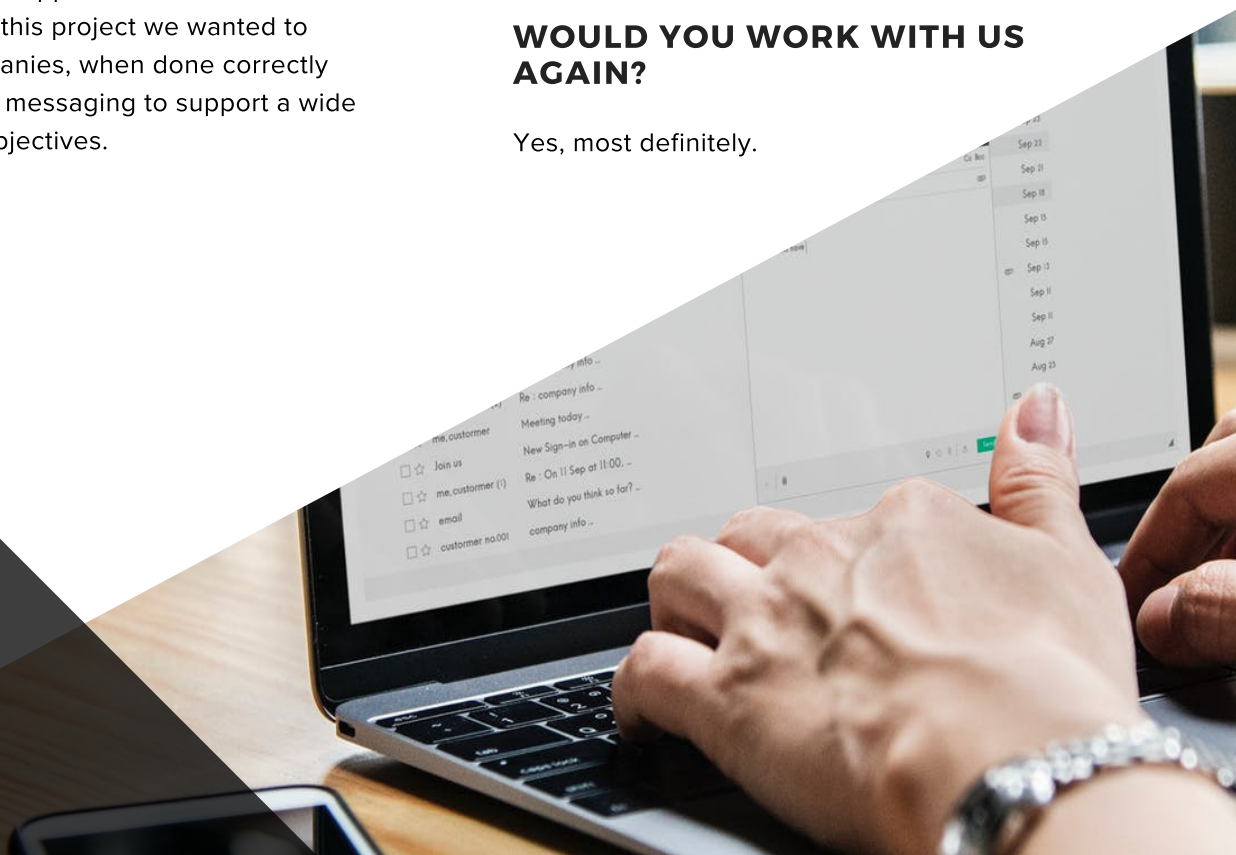
The Corinium team were knowledgeable, helpful, insightful and through this campaign we were able to generate over 350 high quality leads and a trends report which we can continue to promote across our own channels.

HOW WAS YOUR OVERALL EXPERIENCE WORKING WITH US?

We had a great experience with Corinium, from creating the content, to the marketing campaign the process was extremely smooth. Once the marketing campaign began, we received weekly updates with new leads which I could feed back to our business development team.

WOULD YOU WORK WITH US AGAIN?

Yes, most definitely.





Contact:

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