

CASE STUDY

CLIENT: ACCOUNTS RECEIVABLE MANAGEMENT COMPANY

A New Look, A New Identity

A trade show booth is a big investment of time, money and resources – one for which companies expect significant engagement and leads in return. But how do you stand out among the scores of booths vying for attention? And how do you start a personal conversation before they get to your booth?

We helped a leading Accounts Receivable Management (ARM) company improve engagement at the industry's biggest trade show with creative rebranding and a strategic lead generation campaign.

THE CHALLENGE:

GET PEOPLE TALKING

Our client offers a variety of solutions for companies across the ARM industry. Previously known more for their KPO services, and on the cusp of launching two new cutting-edge platforms, the client wanted to reintroduce the company as an innovative solutions provider.

Heading into the industry's biggest convention, the client was eager to attract attention and have meaningful conversations at their booth with potential customers.

THE APPROACH:

A CREATIVE REBRAND AND A STRATEGIC CAMPAIGN

Simultaneously coordinating a strategic rebrand and outreach campaign is ambitious. Meeting the trade show deadline required collaboration to execute a number of creative and strategic initiatives, including:

- Rebranding the client with a new logo, color palette and tagline for a modern tech-forward image.
- Building and launching a new website that positioned them as technology innovators.
- A bold, attention-grabbing booth backdrop and side panels.
- A pre-show email campaign that used smart content to begin conversations with attendees by:
 - Addressing their general pains
 - Offering a free gift at the trade show if they shared their biggest current challenge
 - Automatically providing information solutions the client offers to answer that challenge
 - Directing them to the new website to learn more



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22
LEADS GENERATED

EMAIL OPEN RATE:
22%

THE RESULTS:

MORE LEADS THAN ANY PREVIOUS TRADE SHOW

In the client's own words, the booth looked "stunning." It served its purpose, attracting attention, inviting foot traffic and differentiating the client in a crowded convention hall. It was the most successful trade show the client had ever had, generating 22 leads.

The email campaign fueled that success. It went to 400+ prospects, and had an open rate of 22%. Because the email uncovered the prospect's primary challenge, when they collected their gift, the client was able to speak to that pain and the service that solved it. Going forward, the client can now use those challenges to tailor emails and content to each prospect's needs.



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