



# A Fortune 500 Industrial Automation Company Hosts A Virtual Event

## To Generate 300+ Sales Opportunities Within 4 Weeks



### Client

A Fortune 500 technology company in the manufacturing and production space



### Industry

Industrial Automation & Information Technology



### Objective

Host a virtual event to generate interest from target decision-makers and drive sales opportunities



### Solution

End-to-end virtual event marketing and orchestration services

## Results

**300+**

Sales opportunities in  
4 weeks

**500+**

Qualified registrations

**90%**

Reduction in cost  
per lead

## The Challenge:

### Virtual Events Need Careful Planning And Execution

While virtual events provide compelling benefits, their success depends on how well they're planned and executed. Right from choosing a timely topic, picking the right MarTech, creating engaging content, driving registrations, ensuring there are no hitches during the event, to post event nurturing and conversions, you need to take care of various influencing factors that can make or break your event.

The client, who is already constrained by time, is well aware of these challenges and consulted The Smarketers to build a comprehensive event strategy.

## Business Results:

### Cost-Per-Lead Reduced By 90%

Prior to our engagement, the client was spending an average of \$150,000 per trade show and able to generate 50-100 leads. Moreover tradeshows needed extensive resources for execution, and a set up time of at least 16-18 weeks.

In addition, they involved major expenses including travel, venue, hotel, catering, logistics, etc. which were significantly decreasing the client's event ROI and increasing the cost-per-lead.

On the other hand, the virtual event generated 300+ qualified sales opportunities at less than a fraction of the cost required to host a resource-intensive trade show. Consequently, the cost-per-lead reduced by 90% and the overall ROI skyrocketed.

Despite a short lead time, with our expertise in virtual event execution and marketing, The Smarketers delivered a smooth and ROI-driven event within 3 weeks. The event was highly successful and appreciated by the client, attendees and media journalists. Senior decision makers and influencers from about 400 unique accounts registered for the event.

**300+** Sales Opportunities in 4 Weeks

**90%** Reduction in cost-per-lead

**500+** Qualified registrations from the target industry

**~400** Target companies registered



## Program Objective

### Host A Closed-Door Virtual Summit To Engage Senior Decision Makers and Drive Conversions

The client is a U.S based Fortune 500 company that provides industrial automation and information technology solutions for the manufacturing industry.

Amid the COVID-19 pandemic and with trade shows being cancelled due to social distancing protocols, the company's India marketing team approached The Smarketers to help them plan, strategize and execute an invite-only virtual summit. The primary objective is to attract C-suite and VP level leaders of India's biggest FMCG brands to attend the event, engage them, and build a strong sales pipeline for the company's industry-focused solutions.



#### Target Personas

C-suite leaders; Functional heads of IT, operations and manufacturing



#### Target Companies

FMCG companies in India with \$65+ Million in annual revenue



#### Theme of the virtual summit

Digital Transformation In The New Normal For The FMCG Industry

## Our Solution

### A Phased Approach To Event Orchestration

The Smarketers team spent time with the client to understand their objectives, solutions, target audience, and the core event messaging. This research laid the foundation for the content, promotion and marketing initiatives that followed.





## Strategy

Since the event had to be hosted just 3 weeks from the project kick-off date, an impeccable strategy and communication plan was needed.

We've worked with the client to pick the right theme for the event and define agenda, sessions, target audience, KPIs etc.



## Microsite & MarTech Set Up

Within 3 days from the kick-off date, we built a high performing microsite with CTAs and set up the needed MarTech: virtual event platform, email marketing automation, programmatic advertising tool etc.



## Content Creation

Content is needed for all the phases of the event strategy. We helped the client create

- Content for the microsite
- Promo videos, eBook and blogs
- Social media creatives and ad copies
- HTML emails and newsletters



## Drive Registrations

An aggressive multi channel promotional plan was executed to drive event registrations. This includes targeted emails, programmatic ads, social media campaigns, LinkedIn InMails, warm calls, and more!



## Guest Speaker Outreach

The event's agenda needed renowned guest speakers who can interact with the company's CEO and also be a part of a panel discussion. With our outreach campaign, we onboarded 4 C-Suite and VP level speakers.



## Logistics and Contingency Plans

To ensure the event runs smoothly, we created proper logistics and contingency plans. We helped the client execute dry runs, prepare event scripts, and ensure speakers were briefed about the event plan and platform.



## Create A Memorable Virtual Experience

We executed live-event coordination and engagement activities like managing the stage, moderating live chats, addressing technical issues, creating polls to deliver a seamless experience for both attendees and speakers.



## Post Event Nurturing and Conversions

Once the event is completed, we nurtured potential leads with thought leadership content and post-event campaigns to drive conversions and opportunities.

## Highlights Of Our Work

Email newsletter to drive registrations



Digital Transformation in the New Normal for FMCG Industry  
27th May 2020 | 2.30 PM - 4.30 PM

Exclusive invite for Virtual Summit

**Digital Transformation in the New Normal for FMCG Industry**  
Wednesday, 27th May 2020  
2:30 - 4:30 p.m. India Standard Time (GMT+5:30)

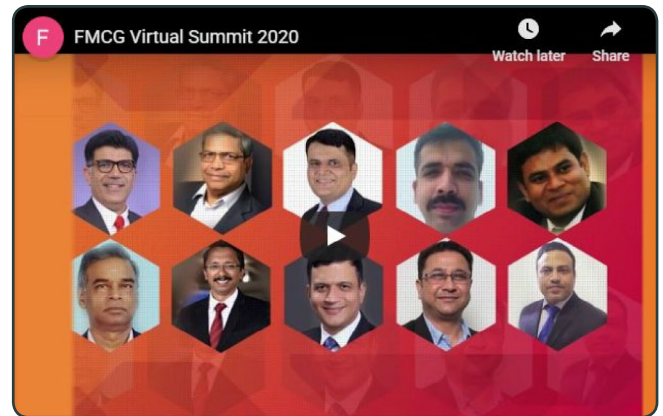
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Amid the COVID-19 pandemic, the FMCG industry has been propelled towards digital transformation at an accelerated pace. As a professional, how are you adapting during these uncertain times?

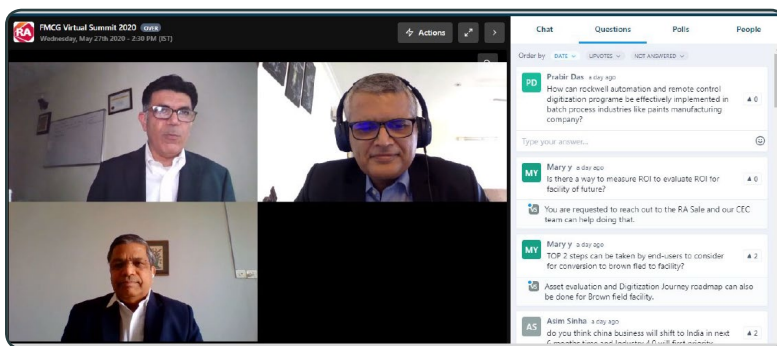
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