



Case Study: Terso Solutions, Inc.

Lead Generation Campaign

Directions
Marketing+Packaging

Strategic Creative
That Connects

Business Situation/Challenges

Terso Solutions, a manufacturer of RFID-based real-time inventory management systems for implantable medical products, planned to launch an upgraded version of its product line. This new technology represented a major advance in Terso's product capability that would open the door to many more potential installations.

Among the key challenges:

- Terso was operating under very tight budgets and also had limited staff available to follow up with sales leads
- Terso had recently redeveloped its Web site and could not consider the expense of further modifications
- Terso had scheduled a Webinar that would feature reports from customers; however, there was no plan for attracting attendees



Strategy

To maximize the power and reach of Terso's marketing resources, the Directions team developed plans to:

- Use the newsworthiness of Terso's upgraded technology in an integrated public relations campaign that would both generate interest and position Terso as an expert resource
- Establish a communications theme that would resonate with the audience while distinguishing Terso from competitors
- Build a program to offer an ongoing stream of valuable information to soft inquiries and then cultivate them until they became sales-ready leads
- Ensure incoming sales leads were well qualified so Terso's limited sales capacity could be most efficiently used



The strategy in part was to raise awareness and credibility by obtaining newsworthy coverage in key industry pubs & Web sites.

Case Study: Terso Solutions, Inc.
Lead Generation Campaign

Tactics

The strategic plan involved:

- Writing a benefits-focused white paper overviewing this new inventory tracking technology
- Creating a thematic position that succinctly promoted the key benefits of Terso's products
- Developing a direct communication process that used e-mail to invite target audiences to download the white paper and attend the Webinar
- Working with Terso to identify, assess and cost-analyze available e-mail lists in both horizontal and vertical markets
- Building a microsite to serve as a unique destination for respondents that facilitates tracking, invites opting in, gathers user information and augments the main Web site
- Implementing public relations campaign targeting trade publications with news releases, ongoing contact and requests for one-to-one editor meetings
- Developing an opportunity matrix based on the editorial calendars of top-tier publications and pitching Terso as a source for relevant editorial



Elements: E-mail | Microsite | Media Relations
News Releases | White Papers | Ongoing Research

Results/ROI

The integrated program developed by Directions yielded the following outcomes:

- Two press releases detailing Terso's new technology launch and the Webinar were distributed to 182 technology and end user media outlets, resulting in multiple placements
- Media relations efforts resulted in **four editor meetings** for key Terso personnel at the **RFID World 2008 trade show**
- Proactive media relations with key outlets yielded articles referencing Terso in *Pharmaceutical & Medical Packaging News*, *Materials Management in Health Care*, *Healthcare Packaging News*, *Packaging World*, *RFID Journal*, *Hospital Information Technology*, *RFID Product News*, *RFID News*, *RFID Magazine*, *RFID Update*, and *Integrated Solutions Magazine*
- The initial e-mail wave, sent to **10,423 purchased addresses**, had a read rate of **14.9%**, a click-through rate of **1.2%**, and quickly yielded a **backlog in requests** for contact
- A second e-mail wave directed to secondary vertical markets generated a read rate of **21.6%** and click-through rate of **5.2%**

"In terms of design, content development and strategic marketing, Directions has the whole package. By integrating collateral, lead generation campaigns and public relations, they've delivered very positive results for a B2B technology company like ours."

Joe Pleshek
President and Chief Executive Officer
Terso Solutions, Inc., Madison, WI



Strategic
Creative
That
Connects

Directions
Marketing+Packaging
600 South Commercial Street Neenah, WI 54956
P: 920.725.4848 F: 920.725.9359
directions.com

Directions is an integrated marketing communications and packaging agency with more than 50 years of experience in connecting clients' brands with their customers. To learn more and explore how Directions can help your business connect, contact Kay Halbrook at khalbrook@directions.com.
©2009 Directions Inc. All rights protected and reserved.