

Como is a monthly social lifestyle magazine with 20K publications a month and an extended reach of over 100K readers. A society magazine, it appeals to Brands in reaching their target audience through advertising. In extending value to their clients, Como has entered into event organizing in line with the goals and objectives of brands in capturing their target audience and realizing the ROI of their advertising spend.

The Case

One of their established clients has requested an event to introduce a new line of clothing and services to a precise demographic of prospective customers from their readership base. This would pose a problem to any printed magazine, as, although they have a database of monthly recipients, they don't have knowledge of the extended reach. Also, the database they do have is sparse when it comes to personal data.

However, several months ago Como promoted eSimon in their publication in an effort to engage with all readers of the magazine and not just monthly recipients. This enlarged their database and also contributed detailed information, such as range of interests, age, gender and other valuable demographics, establishing the full value of the publication's reach. This initiative produced precise prospect data required by their client to target and capture a new customer base. To create "stickiness" (a reason for readers to come back) they populated their *Hub* with daily viral content from their wide library.

Apart from organizing the event, the client brief also required Como to deliver product marketing, gather insight and opinions, build a tangible database and motivate sales.

For these five objectives they focused on the features and capabilities of eSimon in organizing the event, and as

an effective interactive multimedia communication channel. Generating a *private Hub* for the event, they issued an event *invite* to the suitable recipients of their database. In a kickoff marketing campaign, Como published and promoted engaging content of gradually revealing information about the client, product and event itself and used *polls* to elicit feedback. This created an air of intrigue and expectation amongst the invitees, building anticipation of the actual launch.

With the pre-marketing stage of the campaign complete and arrival of the event, Como used the same communication channel to further engage and amplify the client's brand and marketing messages. Assigning a photographer to capture artistic and appealing photos of the attendees, the event and product itself, they applied a watermark of the client's brand and uploaded the photos to eSimon's *photo wall*, which automatically notified everyone selected for the event, of the posting.

Amplifying the Client's reach

As is typical with today's social media behavior, the attendees immediately shared photos to friends and family through their favorite social media sites, complete with the brands watermark, creating a viral amplification for the event and client. Sharing to other social media was possible as eSimon uses a system of *Cards* to capture and curate information to popular sites so that the shared content can be experienced in full without the recipient having to access eSimon.

How a Media Company builds a successful B2B business on eSimon

During the event, a series of questions to capture insight and opinions were conducted over *polls*. This also served to cultivate the attendee's interests and influence purchase.

After the event, Como initiated a post-event marketing campaign aimed specifically at targeting prospects with the interest to buy. Offering incentives within eSimon, they seamlessly guided prospects to the eCommerce *Shoppe* specifically set up for this event, where detailed descriptions, promotions and payment options were available. To demonstrate the exclusivity of the brand, Como used eSimon's on-demand logistics service partner to deliver purchases within hours.

Apart from facilitating sales, post event activities also enabled Como to measure consumer aspects valuable to the client including target opinions, product sentiments, interests and purchase behavior, in delivering feedback and an ROI report of the Brands campaign expenditure.

Having fulfilled all of the client's objectives, Como was recognized for their comprehensive range of service and contribution to the client's business goals. A performance that separated them from the myriad choices of event organizers in the market, and positioned their publishing business in the Digital Economy.

