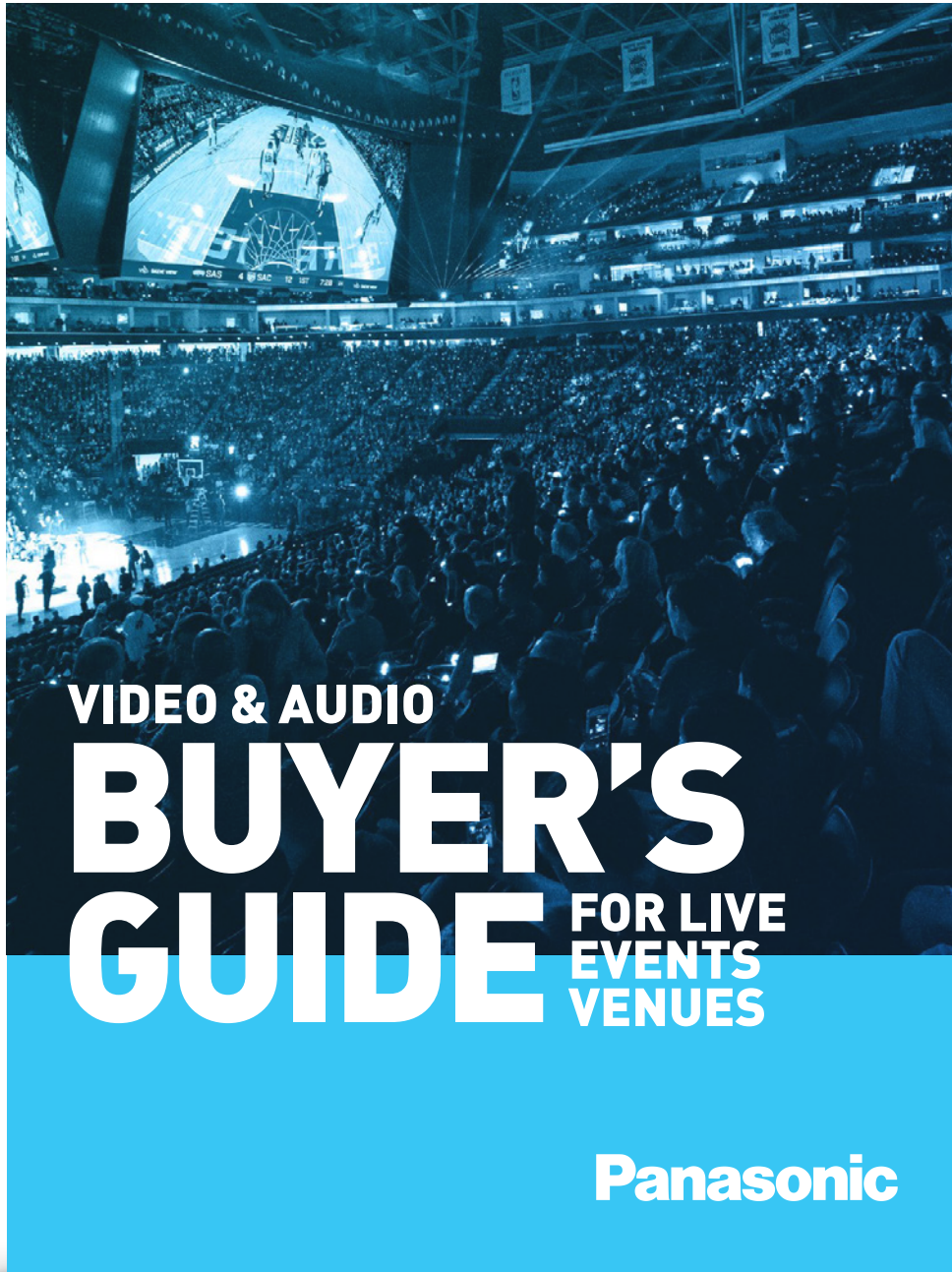


214

## PANASONIC CONTENT MARKETING & LEAD GENERATION CASE STUDY





# Overview

The following case study documents a quarterly inbound marketing campaign developed and executed by Room 214, a full service digital marketing agency in Boulder, Colorado.

“ I just wanted to send you a quick note to let you know what a pleasure it is to work with your team...**TOP NOTCH!** I truly mean it, your team has been absolutely great with quickly learning our business, staying on top of schedules and helping us with our marketing programs.

- Kayde Spilde, Director of Marketing, Panasonic



# Panasonic

## Large-scale audio-visual technology solutions

Panasonic Media Entertainment Company is an industry leader in high-end digital display and audio solutions that create unique fan experiences.

Serving large sports and entertainment venues, Panasonic's high definition LED boards are present in locations such as the Golden 1 Center, home of the Sacramento Kings, and SunTrust Park, home of the Atlanta Braves.

Panasonic was looking for a full-service digital marketing agency to enhance their sales and lead-gen efforts. They needed a partner to provide insights on their target market, a lead-gen strategy to reach them, and creative campaigns and content to engage and convert them.





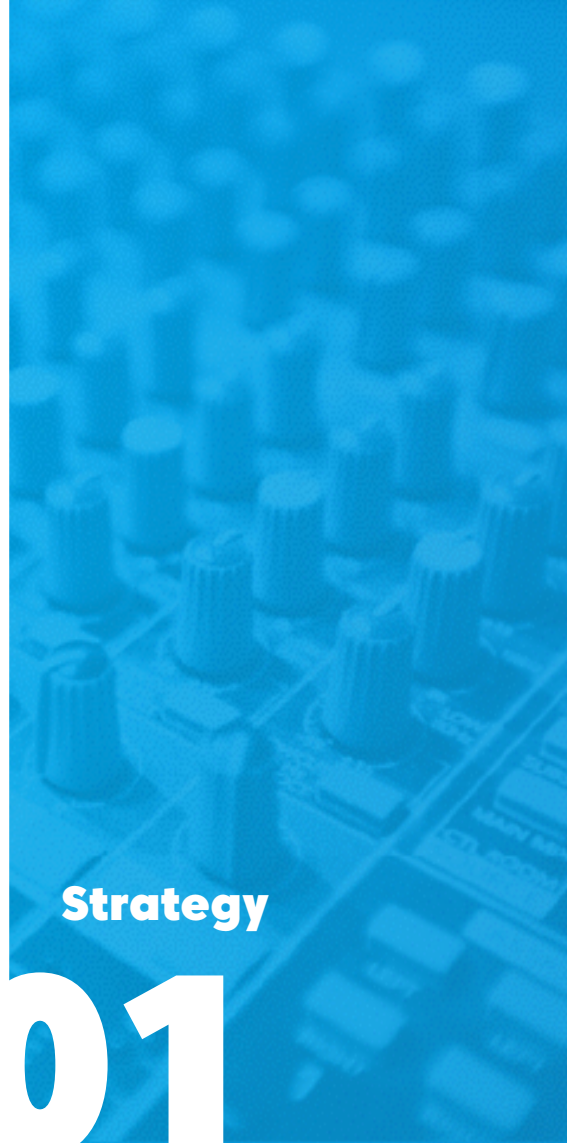
# **Challenge**

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**Deliver messaging and content to effectively engage event venue owners, team owners, team presidents and CTOs to:**

- Generate high-quality leads and nurture existing leads
- Accelerate the pipeline through lead scoring
- Position Panasonic as a thought leader for large, enterprise implementations of AV solutions in sports, media and entertainment





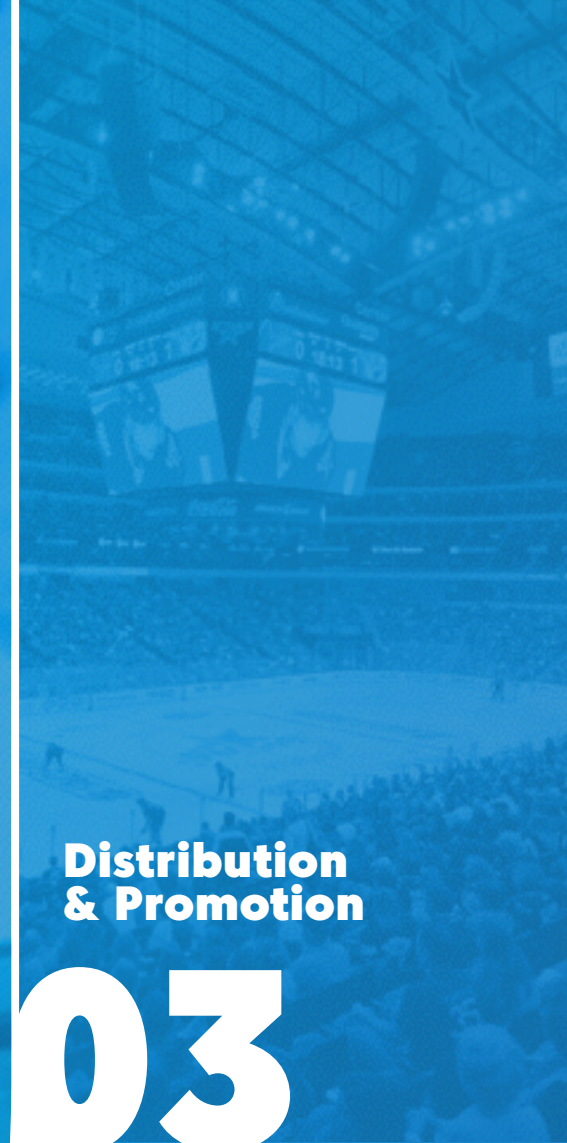
**Strategy**

**01**



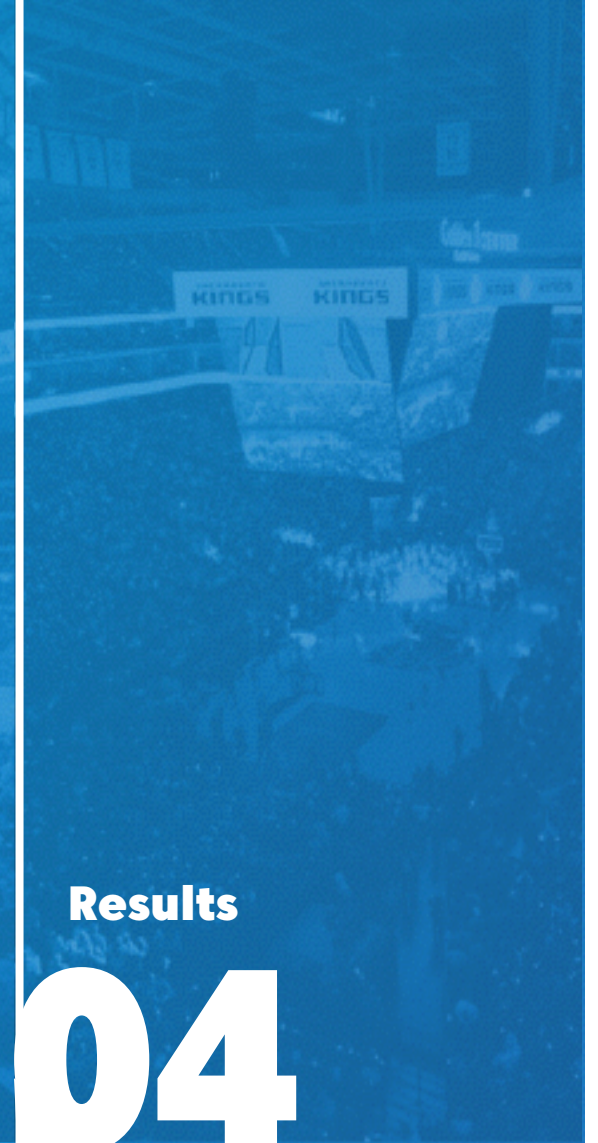
**Content  
Creation**

**02**



**Distribution  
& Promotion**

**03**



**Results**

**04**

**Approach**

# 01

## strategy

# Who are we helping?

**Interviews with Panasonic's senior executives and sales directors were conducted to uncover and validate foundational audience insights:**

- Fans are demanding
- Making a million+ dollar decision can be stressful
- Engineers make things overly complex, marketers use confusing jargon, and sales people tend to say anything

**With customer personas and the related buyer's journey in mind, we asked two key questions:**

- How can we earn attention by providing something of value?
- How can we educate our target audience to make them better at their job?



# 01 strategy

## What do they need, and when?

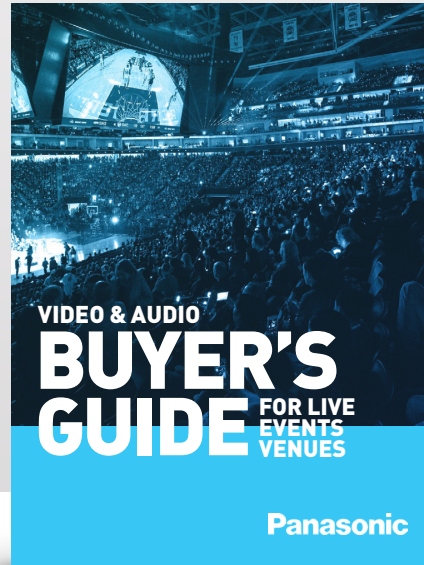
**The target audience needed objective guidance when evaluating solutions so they could feel confident that their decision would meet both current and future needs.**

### **Our Strategic Solution:**

- A detailed buyer's guide to simplify the buying process and focus on what really matters when choosing a solution
- The division of this high-value asset into multiple pieces of content for use in email, paid media and social media channels -- all driving to the full buyer's guide as the primary pillar for high-quality lead generation



# 02 content



## Pillar Content: Buyer's Guide

1. Video Board Shootout: Criteria to Compare
2. The Myths About Video Board Construction
3. How to Choose Your Sound System Solution
4. Elevating the Fan Experience

Panasonic

### VIDEO BOARD SHOOTOUT CHECKLIST

CRITERIA TO COMPARE BEFORE BUYING

	Panasonic		
<b>1 PRICE</b> Price, though important, should never be your sole focus. Long-term value is what you're really looking for.			
<b>2 LED LAMPS</b> LED lamps are the most critical part of the display. Cheaper lamps are available, but can adversely affect image quality.			
<b>3 CUSTOM ENGINEERING &amp; SIZE</b> Many options are available to fit your needs. Make sure your manufacturer can customize your screen to meet yours.			
<b>4 SOCIAL &amp; PHOTOGENIC</b> Technology can fix the black lines that show up when photographing most LED screens so they "look well" on social.			
<b>5 BRIGHTNESS &amp; COLOR UNIFORMITY</b> Measured in "nits," brightness is critical for outdoor displays, while color uniformity is key for superior image quality.			
<b>6 CLIENT REFERENCES</b> Make sure you gather good and bad references about manufacturers—and be wary of any red flags or issues.			
<b>7 VIEWING ANGLES</b> Displays should be designed and constructed for all viewing angles, and optimized to ensure a good experience for all.			
<b>8 PROPRIETARY CONTROL SYSTEM</b> Displays that use their own proprietary control system allow for greater control and flexibility.			
<b>9 COMPREHENSIVE &amp; HOLISTIC</b> Are you purchasing just a display, or a partnership to provide ongoing support to maximize your display's effectiveness?			
<b>10 RESOLUTION</b> Screen resolution determines sharpness, clarity, and image quality. "Virtual pixels" lower the price but compromise quality.			

## Content Upgrade: Video Board Checklist

Downloadable PDF vendor comparison checklist with key evaluation criteria for video boards

Panasonic

### HOW TO CHOOSE

#### 4 CRITICAL CRITERIA TO CONSIDER WHEN CHOOSING YOUR SOUND SYSTEM SOLUTION

When your live events venue is looking to invest in new audio-video solutions, video tends to steal the show. That massive video board might be your centerpiece, but it's nothing without a professional sound system: skip on the speakers, and you'll regret it.

Sound plays an increasingly central and varied role: from riling up the crowd and enhancing the fan experience, to conveying important safety messages — but not all sound systems are created equal.

While many venues leave sound to local integrators and don't think twice, you can always benefit from a bit of due diligence and comparison-shopping.

You may want to visit various venues with competing sound systems, have them play an identical sound file, and listen for yourself.

HERE ARE THE MOST CRITICAL CRITERIA TO KEEP IN MIND AS YOU COMPARE SOUND SOLUTIONS.

	INTELLIGIBILITY	LOUDNESS	COVERAGE	FREQUENCY
Panasonic				

## Content Upgrade: Audio Solution Checklist

Downloadable PDF vendor comparison checklist with key evaluation criteria for audio solutions



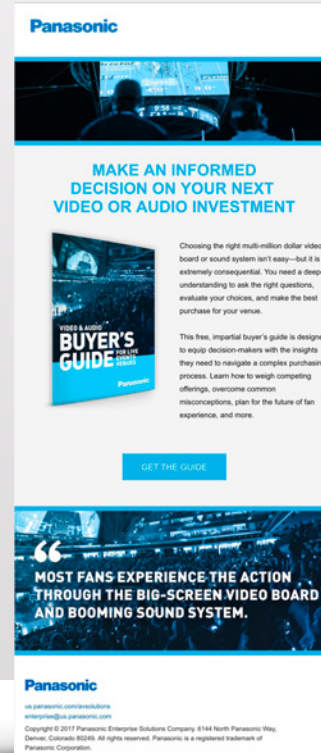
# 03 distribution

The in-house email database was used to deliver the buyers guide — a high-value piece of content focused on helping instead of selling.



## Ad & Social Images

Generate attention and drive action through industry publications and social media.



## Email

Deliver valued-based content and drive action from the in-house list. Provide lead scoring with actions and form fields.



## Landing Page & Teaser Video

Create a destination for all marketing channels to educate and drive action.

# 04 results

Panasonic's content marketing and lead generation campaign exceeded industry averages for conversion rate and set a new benchmark for future campaigns.

## 15.5%

landing page conversion  
rate from all traffic sources

## 150/ 80% net new

150 conversions in the first 3 months with  
over 80% new leads

## increased visibility

in industry publications including display  
ads, email ads, advertorials and  
sponsored content

## sales prioritization

based on lead quality derived from  
scoring and lead activity data  
captured



# ROOM 214

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