

## 2. CASE STUDY



We were originally retained by a leading Bay area event veteran with the original intent to assist with wedding marketing and social media offerings. At the time, our client was incoming national president the leading professional wedding industry organization, and occasionally featured as an industry speaker.

As we made our way through the year, however, it was clear to us that our client had a great deal of thought leadership potential, someone who could really build a presence in the Business-to-Business (B2B) market. He was naturally a great speaker with the ability to present on a number of Business-to-Consumer (B2C) topics. And after 30 years in the industry, many as an entrepreneur himself, he had substantial expertise to offer other businesses as well.

Our next year then became the year to create a B2B campaign that would leverage all of our client's great qualities and his abundant expertise, allowing us to build him a national platform. Our team developed four strategies to make this happen.

# strategy 1

First, we wanted to narrow any B2C activity targeted toward engaged couples to top-tier national opportunities. While the audience for these media outlets is intended to be consumers, we know that vendors also regularly follow them. Additionally, if a piece was picked up, it would be shared across all of his brand channels, so colleagues who may not have read about it primarily could catch it secondarily. We secured media mentions with top sites like Brides.com, Bridal Guide, The Knot, and Martha Stewart Weddings, among others.

# strategy 2

We then set out to secure regular industry columns for our client. We were able to create a column relationship for him with leading hospitality publication and website Catersource, as well as regular contributor status with leading B2B wedding outlets, Special Events, WeddingIQ, Book More Brides, and others. These columns would give our client the opportunity for repeat, continued exposure among his peers.

# strategy 3

We partnered with leading industry brands that appeal to the B2B market and offered content for their blogs, including TimelineGenius, AllSeated.com, and Honeybook.com. All of these opportunities again provided great repeat exposure for our client while also increasing awareness for his personal brand among other brands with a shared interest in targeting the B2B industry. Lending expert commentary to destination wedding and honeymoon articles was a pillar of our original plan, but with the Zika outbreak, it was clear we would need to expand this commentary to more evergreen topics.

One of our agency's competitive advantages is that the majority of our team has worked in weddings – in total we have a collective decade of planning experience prior to OFD. With that in mind, we were able to fill in the knowledge blanks of our clients, assisting them as we expanded our contributions to more general topics. Using this strategy, we enjoyed ongoing national press with such noted media outlets as Bridal Guide, the Knot, Brides.com, Travel Pulse, About.com, and other high caliber sites.

## strategy 4

We leveraged our client's speaking experience. Our client was a strong speaker, so we determined it was time to create an actual platform for him. We worked closely with our client and his team to brainstorm all areas of expertise, then did in-depth research into the B2B market to create several topics that would stand out in a competitive field of speaking proposals. In 2016, we assisted with securing three (3) national engagements (NACE Experience, The Special Event Show and Catersource) while booking several regional speaking opportunities as well. To continue to keep his presentations fresh, we secured ongoing webinars and podcast interviews to keep him on top of the relevant content.

## results

As a result of our efforts, our client enjoyed (140) of press mentions to date with 70% being B2B. His number of speaking engagements quadrupled over his most recent years.