



3Dconnexion

2016 Marketing Strategy Recommendations

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PR 20/20[®]
PUBLIC RELATIONS & MARKETING

Look Beyond.

Table of Contents

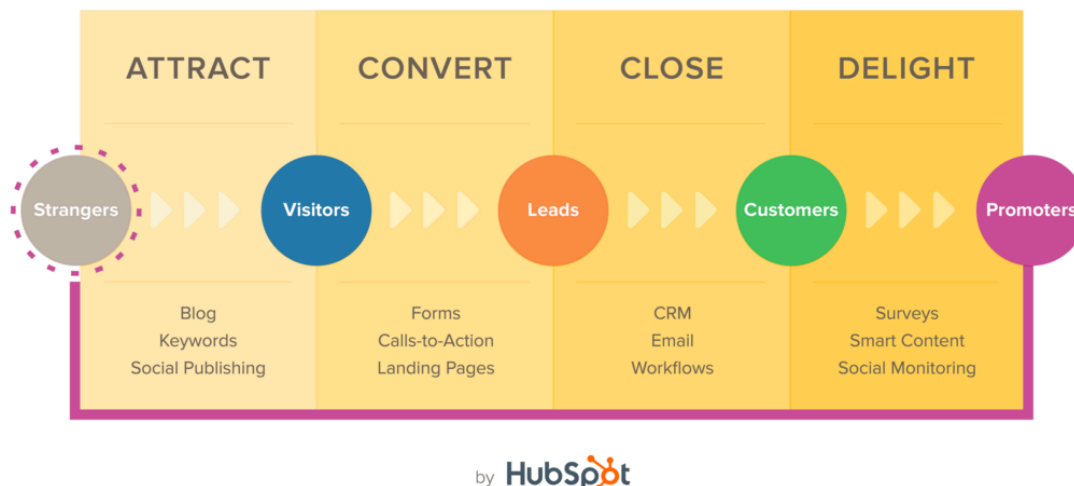
<u>Overview</u>	3
<u>3Dconnexion's 2015 Marketing Successes</u>	5
<u>2016 Point Package Breakdown</u>	8
<u>2016 Recommendations</u>	8
<u>Next Steps</u>	10
<u>Appendix A: Paid, Owned and Earned Content Examples by Inbound Action Stage</u>	11

Overview

3Dconnexion is moving forward with a new marketing direction for 2016. With this in mind, PR 20/20 devised an inbound marketing strategy. This strategy recognizes 2015 successes and builds on the momentum of those wins. PR 20/20 built the strategy for 3Dconnexion (or the agency) to execute.

The inbound marketing approach is one of PR 20/20's key strengths. To better understand the recommendations, here is a brief review of the inbound marketing methodology.

HubSpot describes [inbound marketing](#) as “creating quality content that pulls people toward your company and product, where they naturally want to be.” For 3Dconnexion, PR 20/20 creates content to show the benefits of faster, easier and more comfortable design work when using CAD input devices. Content also establishes 3Dconnexion's



expertise as a key resource for CAD industry trends.

Four Inbound Action Stages

3Dconnexion content nurtures prospects and customers through each of the four inbound action stages. It directs leads through awareness, interest, purchase and promotion of 3Dconnexion products.

1. **Attract:** Educational content and smart promotion drives new potential leads (“strangers”) to the 3Dconnexion website.
2. **Convert:** Visitors become leads (or “contacts”) when they submit their contact information for content (i.e. ebooks) they find valuable.

3. **Close:** Successful lead nurturing results in a sale, converting the contact to a customer.
4. **Delight:** Continual engagement will turn customers into promoters who will recommend 3Dconnexion. They will also be more likely to buy more products.

Content Promotion Through Three Types of Media

There are three types of media that PR 20/20 uses to promote content. Each is important to cater to current 3Dconnexion audiences, reach new audiences from “outside the club” and expanding relationships.

1. **Owned Media:** The marketing assets you own and control.
 - Website.
 - Email lists (and other subscription lists, such as blog subscribers).
 - Blog.
 - Social media presence. (Disclaimer: you don’t really own your social media audience. Each platform owns your audience and controls how you access them; platforms can, and do, change the rules as they see fit.)
 - Ebooks, whitepapers, etc.
2. **Paid Media:** Paid ads to promote content or drive search traffic.
 - Google AdWords.
 - Facebook ads and sponsored posts.
 - Twitter ads.
 - LinkedIn ads.
 - Retargeting/remarketing ads.
3. **Earned Media:** Extended reach, validation and endorsement from others.
 - Social shares.
 - Media publishing.
 - Reviews/testimonials.
 - Partnerships (also falls under Paid).
 - Evangelists/ambassadors.
 - Content curation.

Said in a simple way (courtesy of the [Urban Renstrom blog](#)):

Defining Media Types

Owned: We are awesome!

Paid: We paid someone to say we're awesome!

Earned: You are awesome!

Utilizing all three types of media optimizes the entire customer experience. These approaches build on each other to amplify the impact. Effects decrease when there are gaps.

For example, a trade show (paid) may bring in a few leads. But to maximize your investment, create an integrated strategy around it. Email local contacts to promote your booth (owned). Post social media messages for attendees to share (earned). These types of tactics engage booth visitors and amplify results.

For content examples broken out by approach and action stage, see [Appendix A](#).

3Dconnexion's 2015 Marketing Successes

The following are the biggest successes from 2015. Tracking results to these campaigns formed the basis of PR 20/20's 2016 recommendations.

3Dconnexion Blog

3Dconnexion's blog views **increased 76.9%** from 2,967 views per month in 2014 to 5,249 in 2015. A few factors led to this increase:

- **Consistent Publishing:** Posts increased from publishing one or two posts per month to **publishing two posts each week**.
- **Blog Subscriber Email Views:** 3Dconnexion averaged 218 clicks per blog subscriber email (from April through December 2015). The number of **email blog subscribers increased to 2,667 (+1,223)** at the end of December.
- **Influencer Outreach:** PR 20/20 mentioned influencers and included articles by thought leaders in blog. Then, attempted to contact them to have them share the post with their followers. This showed success in exposing 3Dconnexion content to a wider audience. This resulted in promotion "outside the club" from:
 - Cadalyst.com (including follow-up media opportunity)
 - Aniwaa.com

- o Paul Munford at Cadsetterout.com
- o LearnSolidworks.com
- o Dailycadcam.com
- o App makers multied.com
- o Develop3D.com
- **Social Media Support:** Consistent social media support in promoting the blog posts was also a strong factor in reaching influencers and boosting views.

All of these factors worked together to improve the performance of the blog as a whole. While PR 20/20 will continue creating and publishing blog posts, we recommend that 3Dconnexion also continue with social media support and influencer outreach. PR 20/20 will provide a list of influencers mentioned or cited in posts for 3Dconnexion for their follow-up.

Partner Contests

3Dconnexion generated leads through contest partnerships with Boxx and Exxact. These partnerships were valuable in that they allowed 3Dconnexion to reach new audiences with the following email results:

- **Boxx Contest:**
 - o Sent: 5,649
 - o Opened: 2,584 (46.5%)
 - o Clicked: 1,408 (25.4%)
- **Exxact Contest:**
 - o Sent: 7468
 - o Opened: 2953 (40.3%)
 - o Clicked: 1523 (20.8%)

PR 20/20 created workflows that nurtured the leads to download the creativity ebook:

- **Boxx Contest:**
 - o Workflow leads: 1,125
 - o Downloaded creativity ebook: 123 (10.93%)
- **Exxact Contest:**
 - o Workflow leads: 1,257
 - o Downloaded creativity ebook: 138 (10.97%)

Ebook Downloads & Lead Nurturing

Premium content is a major source for lead generation. The three 3Dconnexion **ebooks had 4,520 downloads and generated 2,231 new leads** in 2015. These are also used to nurture leads through the sales funnel to make a sale.

One of the most important drivers of ebook downloads is the 3Dconnexion blog. The blog posts include a link and call to action for the ebook that complements the blog post topic. **1,646 (36.4%) downloads came from leads that had also read a blog post.**

Blog subscribers are an even better indicator of ebook downloads. **94.3% have downloaded at least one ebook** compared to 28.6% of non-subscribers.

Here's a breakdown of ebook downloads in 2015:

- **The CAD Professional's Guide to Lightning-Fast R&D**
 - New leads: 1,092
 - Downloads: 1,578
 - Top download sources
 - Viewed a blog post: 517
 - Blog subscription emails: 63
 - Lead nurturing automated email workflows: 36
- **Creativity Handbook for 3D Professionals**
 - New leads: 783
 - Downloads: 1,749
 - Top download sources
 - Viewed a blog post: 690
 - Contest (Boxx or Exxact) workflows: 316
 - Blog subscriber emails: 169
 - Lead nurturing automated email workflows: 92
 - Conference/tradeshaw lead nurturing: 67
- **The CAD Comfort Manual**
 - New leads: 356
 - Downloads: 1,193
 - Top download sources
 - CAD Comfort Manual email blast: 444
 - Viewed a blog post: 439
 - Lead nurturing automated email workflow: 108
 - Blog subscriber emails: 86

Email Blasts

Email blast series worked well to promote products and to drive leads to the Webstore. Relevant and useful messaging allows readers to see the benefits of 3Dconnexion's products. Examples of successful email blasts include:

- **The CAD Comfort Manual:** Sent to all current leads, MQLs and SQLs, this email resulted in 856 (15.2%) clicks to download the ebook.

- **CadMouse (US and UK):** The CadMouse email workflow resulted in 722 clicks (9.5%) to the Webstore. The emails included an offer for a free CadMouse Pad.
- **Black Friday (US):** This email workflow promoted Black Friday and Cyber Monday to push sales. After teasing the offer, the emails resulted in 375 clicks (7.3%) to the Webstore.

2016 Point Package Breakdown

For 2016, 3Dconnexion adjusted their monthly package to \$2,500 due to budget constraints. The result is the following breakdown of a sample 27-point GamePlan:

Jan 16	27	Points / Month	
Campaign / Project	Points	Progress	Delivered
Foundation: Q1 Blogging	20	0%	0
Blog 1	3	0%	0
Blog 2	3	0%	0
Blog 3	3	0%	0
Blog 4	3	0%	0
Blog 5	3	0%	0
Blog Post Upload	5	0%	0
HubSpot Consultation	5	0%	0
Consultation	5	0%	0
Management			
Campaign Management	2	0%	0
TOTAL	27	0%	0

Note: There are four flex points to use for a fifth blog post and upload (shown), copywriting needs, or other support.

2016 Recommendations

By examining the successful campaigns from 2015, PR 20/20 recommends the following projects. These build on tactics in which contacts resonated and took action. With fewer points per month, these can be add-on projects by PR 20/20 or completed by 3Dconnexion.

SpaceMouse Enterprise Launch Campaign

Develop an integrated campaign to inform and excite 3Dconnexion contacts and new potential leads. The following campaign content will highlight the benefits of using the SpaceMouse Enterprise:

- **Promotional Email Blast (2 points):** Draft an introduction email to promote why it is the 3D mouse CAD professionals must have.
- **Automated Email Workflow (6 points):** Create a series of emails to integrate into the current lead nurturing workflow.
- **Blog Posts (12 points):** Write three blog posts highlighting the benefits of the SpaceMouse Enterprise. Sample topics include:
 - X Ways The SpaceMouse Enterprise Surpasses Your Wildest Dreams.
 - X Secrets Of Using The SpaceMouse Enterprise That Will Blow You Away.
 - How the SpaceMouse Enterprise Can Make You Even More Productive, Pain Free And Creative.
- **Calls To Action (CTA) and Landing Page (4 points):** Test multiple CTAs and draft the landing page that will encourage purchases.
- **Social Media Posts (2 points):** Craft social media posts to drive viewers to the landing page.
- **Media Outreach (2 points per outlet):** Research and contact media outlets to publish stories on the SpaceMouse Enterprise.
- **Influencer Outreach (2 points per contact):** Research and contact industry influencers to share content about the new 3D mouse.
- **Paid Ads (3 points):** Use Google ads for promotion of the SpaceMouse Enterprise (if that's not being planned already). Plus, consider:
 - **LinkedIn Ads:** Place ads to reach CAD professionals in a place where they are looking for career tips.
- **Total Points:** 33 points

CadMouse Campaign

With the success of the CadMouse emails, reengage leads that have a high interest in the CadMouse. Also, these tactics will extend the messaging to potential leads “outside the club.”

- **Promotional Email Blast (6 points):** Design an email series to promote CadMouse benefits. It will target leads that requested notification of its availability but haven't purchased yet.
- **Paid Ads (6 points):** Use Google ads for promotion of the CadMouse (if that's not being done already). Plus, consider the following types of social media ads:
 - **LinkedIn Ads:** Place ads to reach CAD professionals in a place where they are looking for career tips.
 - **Facebook Unpublished (Dark) Posts:** Facebook offers ads that show up in the targeted audience's news feeds. They look like a regular post as opposed to a display ad on the right side banner.

- **Influencer Reviews (2 points per contact):** Research and contact influencers to review the CadMouse on their respective platforms.
- **Total Points:** 14 points

Blog Subscriber Drive

Blog subscribers are more engaged with 3Dconnexion than non-subscribers. As mentioned above, 94.3% of blog subscribers have downloaded an ebook. To drive more leads to become subscribers, PR 20/20 recommends the following:

- **Promotional Email Blast (6 points):** Draft an email series to promote subscribing to the blog. These would link to 3Dconnexion's best performing posts. The target would be non-subscribers that have read a blog post.
- **Calls To Action and Landing Page (4 points):** Test CTAs that send the reader to a landing page that drives leads to subscribe to the blog.
- **Social Media Posts (2 points):** Create social media messaging focused on driving blog subscriptions. These would highlight posts with the most views, as well as current posts.
- **Blog Link on Website Home Page:** PR 20/20 recommends placing the blog link back on the main menu to increase visibility.
- **Total Points:** 12 points

Premium Content

The Productivity, Creativity and Comfort ebooks have been successful in driving leads. To continue attracting new contacts and nurturing current leads, PR 20/20 recommends creating the following new premium content assets:

- **Idea Generation and Engineer Communication Mini-Ebooks:** Complete the design and publish the Idea Generation and Engineer Communication mini-ebooks. Promote the launch of these mini-ebooks with the following tactics:
 - Email Workflow (6 points each)
 - Blog Posts (4 points each)
 - CTA and Landing Page (2 points each)
 - Social Media Posts (2 points for each set of posts)
- **Case Study Mini-Ebook (20 points):** Draft an ebook that includes case studies and use cases with 3Dconnexion products. This content will show how 3D mice and the CadMouse solve company problems and the results gained.
- **3D Mice-Compatible Software Guide Mini-Ebook (20 points):** Profile a group of 3Dconnexion's preferred software partners (Onshape, SOLIDWORKS, Autodesk, etc.) and show how using a 3D mouse with their software makes life easier. This could also include tips and tricks for each of the software platforms.

Premium Content Promotion

- **Promotional Email Workflow (6 points):** Draft a series of emails to promote downloading the content.
- **Follow-up Automated Email Workflow (6 points):** Create a series of emails to integrate into the current lead nurturing workflow once lead downloads the content.
- **Blog Posts (12 points):** Write three blog posts highlighting the benefits of the content topic.
- **Calls To Action (CTA) and Landing Page (4 points):** Test multiple CTAs and draft the landing page that will encourage downloads.
- **Social Media Posts (2 points):** Craft social media posts to drive viewers to download the content.
- **Media Outreach (2 points per outlet):** Research and contact media outlets to publish stories on the content topic.
- **Influencer Outreach (2 points per contact):** Research and contact industry influencers to share content about the content topic.
- **Total Points:** 34 points

Conference/Event Support

In-person events allow 3Dconnexion to give live demos of their products. Experiencing the comfort and ease while designing can be one of the most effective ways to convince people to buy. The following tactics will make the most of these opportunities:

- **Event Promotion Strategy:** Revisit the [Event Promotion Strategy Recommendations](#) created for the Autodesk University event. Expand its use for all shows.
- **Personalized Email Templates (4 points):** Create an event email template for booth representatives to send out to contacts. The emails would include a personal invitation to schedule a demo of products and a follow-up after the event.

Next Steps

- 3Dconnexion to review document.
- PR 20/20 to set up call to discuss campaigns and interest.

Appendix A: Paid, Owned and Earned Content Examples by Inbound Action Stage

These examples form an integrated marketing approach to optimize a buyer’s journey.

Attract		
Paid	Owned	Earned
<ul style="list-style-type: none"> ● Ebook ads ● Whitepaper ads ● Tradeshows ● Contests 	<ul style="list-style-type: none"> ● Blog ● Ebook ● Whitepaper ● Web UX ● Social 	<ul style="list-style-type: none"> ● Guest post ● Media placement ● Social shares ● Outreach/Promo ● Reseller support
Nurture		
Paid	Owned	Earned
<ul style="list-style-type: none"> ● Re-targeting ads ● Google Merchant ● Amazon Targeting 	<ul style="list-style-type: none"> ● Email – Add to nurturing chain with each new content piece – monitor and tweak ● Blog ● Ebook ● Whitepaper ● Video demo 	<ul style="list-style-type: none"> ● Blog subscription ● Multiple form submissions ● Lead sharing/reseller support ● Reviews/Testimonials ● Media product reviews ● Partnerships
Convert		
Paid	Owned	Earned
<ul style="list-style-type: none"> ● Google Merchant/Ad Words ● Amazon Product 	<ul style="list-style-type: none"> ● Email ● Ebooks ● Webstore UX ● Discounts/email promo ● Bulk discount ● CRM Data 	<ul style="list-style-type: none"> ● Meeting invites ● Amazon metrics/optimization ● Bundle/Partner – Boxx, etc.
Loyalty		
Paid	Owned	Earned
<ul style="list-style-type: none"> ● Retargeting 	<ul style="list-style-type: none"> ● Email ● Blogging ● Ebooks ● Whitepaper ● Web UX 	<ul style="list-style-type: none"> ● Reviews/Testimonials ● Evangelists ● Influencers/Promoters ● Partnerships