



CASE STUDY

Energizing campaigns: Storyline creativity meets editorial consistency

elevationb2b.com

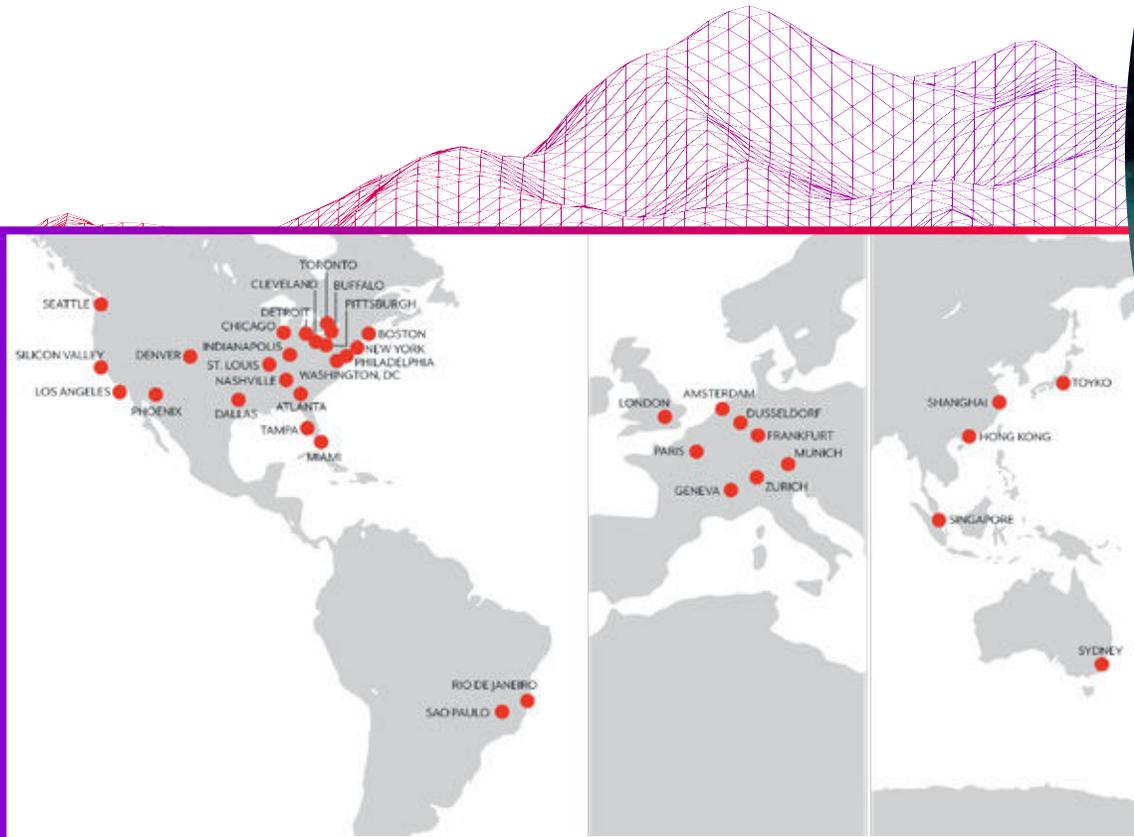


elevationmarketing

BACKGROUND

The modern enterprise has employees and partners dispersed over more geographic locations, processing more data, using a multitude of devices and expecting more than ever. Equinix offers companies an integrated, scalable digital infrastructure that can reach around the world.

From its headquarters in Redwood City, California, the company operates more than 175 data centers globally. The list of Equinix facilities reads like the answer key to a geography quiz: Brazil and Bulgaria, Columbia and China, Ireland and Indonesia, Spain and Singapore, United States, United Kingdom and United Arab Emirates – 22 countries in all.





CHALLENGE

Equinix relies heavily on email campaigns for lead generation, nurturing and conversion. Recently, the Equinix creative services team identified content-related email issues. The copy was inconsistent in style, voice and tone. The messaging often did not map well to the campaign objectives and the corporate brand guidelines. Emails were treated as one-off projects, with no consistent storylines across a given campaign.

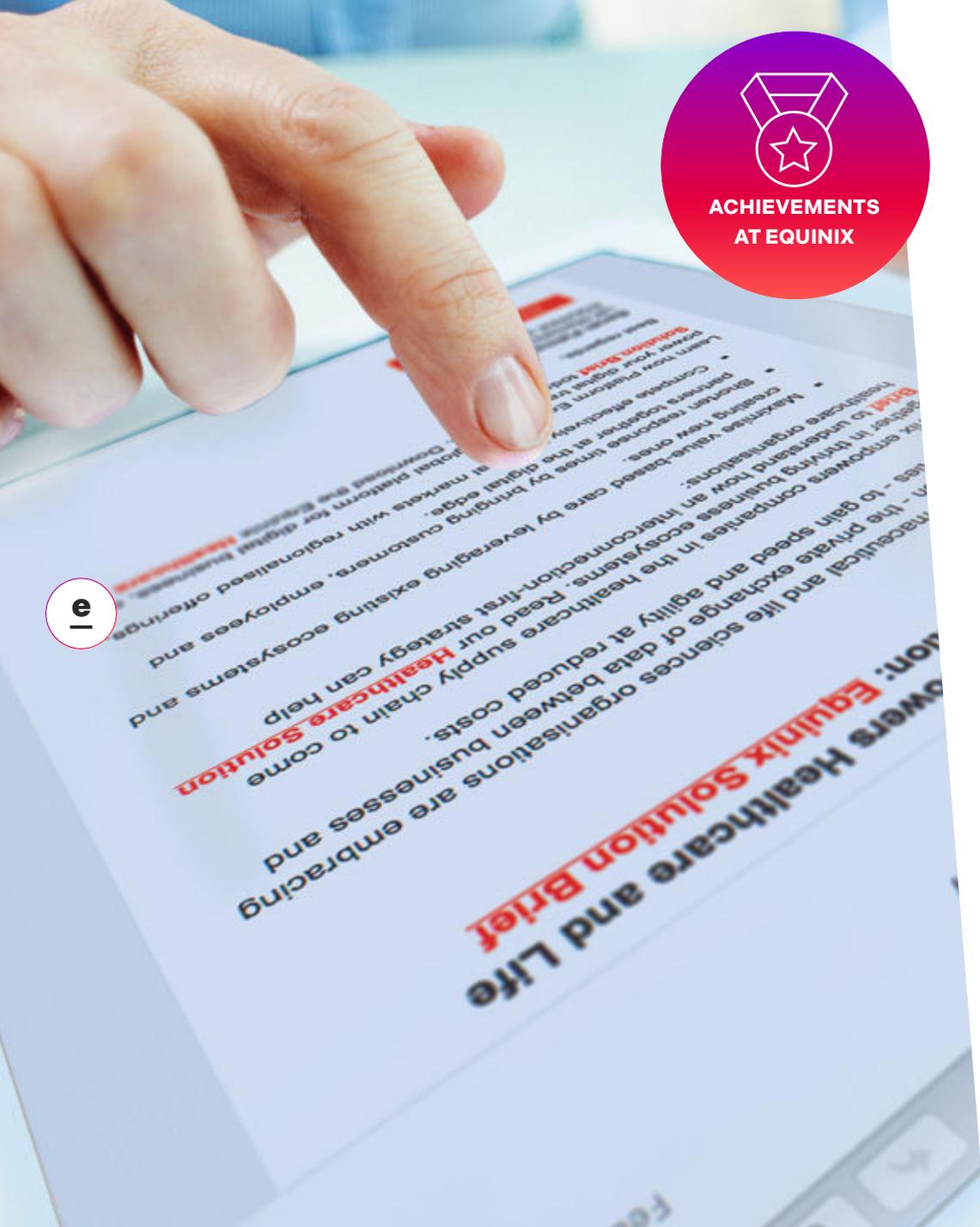
To address these issues, the Equinix team began searching for a content agency. Elevation Marketing participated in its extensive proposal process that included rewriting a set of existing Equinix emails to pump up the engagement and storyline. **Elevation started by developing a broad continuing storyline – “Five Collaboration Killers” – and showed how that arc could anchor and energize a marketing campaign across a series of emails.**

Elevation also went beyond the email exercise to make recommendations for improving the quality and focus of download offers – the only agency in the proposal process that

took such a holistic approach. This strategy, as well as Elevation’s editorial expertise and robust workflow process, convinced Equinix to award the business to Elevation.

Elevation developed a broad continuing storyline –
“Five Collaboration Killers”





STRATEGY

Drawing on lessons learned in managing content development programs for several large enterprises, Elevation started by staffing a tight group of editorial and project management experts. The creation process for email content starts with a core team of experienced writers with relevant knowledge as well as ongoing training in Equinix’s messaging and product portfolio. An editorial director and a dedicated copy editor ensure that all content complies with Equinix corporate messaging, voice and tone standards and brand guidelines.

On the project management side, the account lead ensures smooth execution of goals, creates and distributes status reports and monitors budgets. The Elevation lead works with Equinix counterparts to evolve the relationship to cope with changing priorities and corporate requirements. Day-to-day coordination is the responsibility of the Elevation project manager, who maintains a thorough understanding of the status of all projects in process, coordinates project details and milestones, and provides swift communication and escalation of issues.

A key to the success of the engagement is Elevation’s ability to work efficiently within the Equinix corporate structure. The email content initiative is managed by and funded through the Equinix creative services group, and email requests themselves come from a wide range of functional areas, such as product marketing, field marketing and event promotion, and geographical offices (e.g., Ireland, Hong Kong, United Kingdom). Elevation balances messaging consistency and brand compliance with the needs of the business units and geographies to target content strategies to the local market.

- 1 PROCESS**
Identify and adjust workflow issues and process gaps quickly.
- 2 QUALITY**
Ensure editorial consistency and brand compliance.
- 3 CAMPAIGN COHESION**
Develop creative and relevant themes to unite and energize email campaigns.
- 4 KNOWLEDGE TRANSFER**
Create and maintain a corporate style guide to propagate editorial best practices to other Equinix groups.
- 5 CONTENT STRATEGY**
Consult on themes and other best practices as part of campaign planning.



BUSINESS WINS

Working with Elevation, Equinix has achieved its primary goals and more. Editorial consistency and brand compliance for email content are steadily improving across the company worldwide. Creative, relevant campaign themes help focus and energize Equinix's internal team and are starting to increase click rates. Elevation is creating a corporate style guide to help propagate editorial best practices to other groups at Equinix that have content responsibilities.

The scope of Elevation's involvement at Equinix has expanded to include content development for collateral and other marketing assets.

Elevation also provides editorial review for content created by Equinix business units. The Equinix creative services team brings Elevation into the planning process to consult on campaign strategies and best practices. In sum, Elevation has firmly established itself as a trusted editorial and content strategy partner – just what Equinix was seeking.



ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

CONTACT US

sales@ElevationB2B.com
275 East Rivulon Blvd., Suite 411
Gilbert, Arizona 85297

480.775.8880



elevation marketing | elevationb2b.com



Business Journal

Top 20

Interactive Marketing Firm