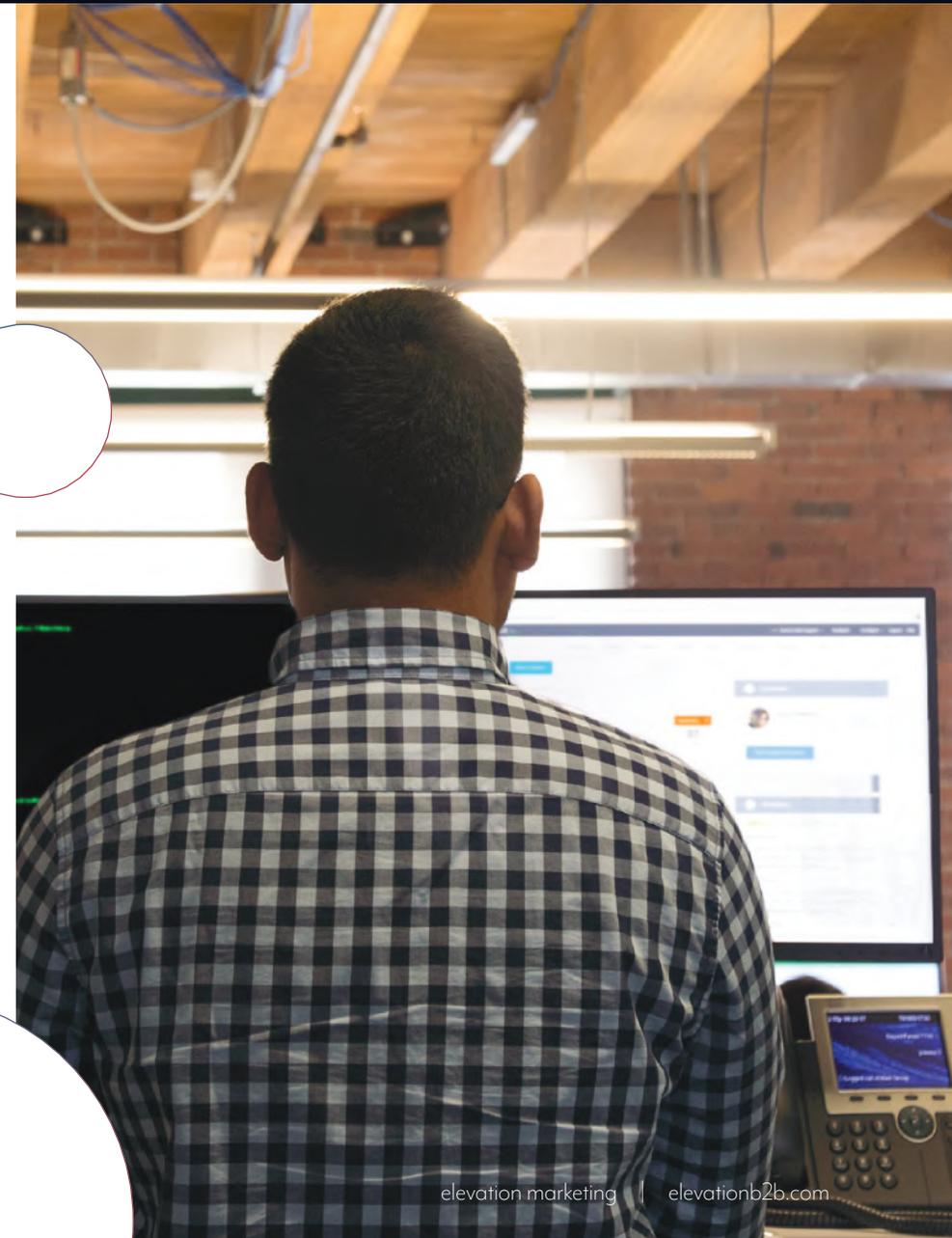




elevationmarketing



LogMeIn

CASE STUDY

Elevation Marketing helps remote support service provider unify marketing campaign strategy.



BACKGROUND

Founded in 2003 and headquartered in Boston, LogMeIn is one of the world's top 10 software-as-a-service companies. **With \$990 million in annual revenue, the firm is a market leader in communications and conferencing, identity and access, customer engagement, and support solutions.** Its products support two million daily users and 200 million annual customer engagements. Millions of customers are located around the world, and the company has offices located in North America, Europe, Asia and Australia.



By thinking holistically about LogMeIn's business goals and employing a strategic approach to content, Elevation successfully supported the GoToAssist product team with a range of content aligned to a single campaign story to support its digital lead generation strategy.

O'Neill boosts productivity

Challenge
O'Neill, the legendary surf, snow and clothing brand, was struggling to provide reliable help-desk support to its many factory employees, office workers, retail staff and remote employees around the world.

Solution
GoToAssist offered a fast, reliable hosted solution that requires no hardware or software installed on-site.

Benefits
Number of hours it took O'Neill to get the entire company up and running with GoToAssist.
Number of factories worldwide where workers now receive remote diagnostics and repair work from one central location.
Number of O'Neill retail stores and regional offices that now use GoToAssist to increase their productivity.

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140

A day in the life of a remote support agent

Life doesn't have to be stressful for a remote support agent. Sure, there are always fires to put out – last-minute software upgrades, crashed servers, forgotten passwords. But with the right remote support tools, demanding organizations can satisfy their evolving needs anywhere, anytime, from any device. Here's what freedom looks like for one support agent.

Time-saving support with screen-sharing

Steven starts his day early with a frantic call from a panicked sales representative in New York who can't access the company's new customer management system.



Steven keeps cool. He launches a GoToAssist remote support session and securely connects to the rep's system so he can see his desktop.



Within minutes of taking control of the rep's screen, Steven resolves the problem with a quick password reset.

"GoToAssist allows me to connect with remote users and teach them, rather than just fix the issue. Saves a lot of frustration on both our parts."

—Lynne Carr, IT Project Manager, Holland LP

Problem-solving – with a side of caffeine

Steven finally steps out to grab some coffee. On his way, he receives an urgent call from the human resources manager who hasn't been able to send email all morning.



CHALLENGE

Part of a larger product family that includes GoToMeeting, GoToTraining and GoToWebinar, LogMeIn GoToAssist is one of the most recognized remote technical support products in the world. The GoToAssist product team had long relied on offering sales content to customers via email, paid media and internet searches to deliver free trials of GoToAssist. And when LogMeIn purchased competitor GetGo, it added another well-known remote support tool, Rescue, to the product team's mix. This change required the LogMeIn team to not only rethink how GoToAssist's messaging differentiated from Rescue's, but how to refresh the stale content that still anchored its lead generation strategy.

When it came to developing content assets that would align with its lead-generation goals, LogMeIn needed help. Its product teams often created one-off content assets that didn't align with a coherent campaign message, and they struggled to spin new content topics or themes that would actually engage their targets. To help crack the nut on good content planning, LogMeIn underwent an agency search that included Elevation Marketing and one of the technology industry's leading marketing analyst firms, IDG.

Elevation, with years of business-to-business experience in the high-tech industry, had worked with the GoToAssist team before the acquisition. And while the product team viewed Elevation as a trusted partner that understood both the product and market drivers, they were attracted to IDG's brand and reputation. IDG offered the GoToAssist team a fairly generic package of marketing assets, but didn't offer support in developing campaign and communications themes or how those themes could be executed as content topics. And the package was costly, thanks to the marquee name of the provider.

Elevation saw the challenge differently. LogMeIn didn't just need marketing content to "check the box," it required a coherent content plan that aligned to a campaign story. Elevation presented a draft content plan based on a placeholder campaign theme and showed LogMeIn how that theme supported the development of numerous content topics and formats.

By helping pinpoint LogMeIn's true needs and taking the extra step of preparing a draft campaign theme and content plan, Elevation won the business.



STRATEGY

Develop a Holistic Content Strategy That Appeals to Diverse Audiences

Based on its draft plan, **Elevation worked closely with the GoToAssist team to fully develop and refine their content plan.** This included finalizing the campaign theme and then blowing out messaging statements based on the theme for each phase of the buyer's journey.

The product team had a particular need for stage two assets – content that follows an initial download and begins to introduce GoToAssist as the preferred solution. With this in mind, Elevation suggested a larger volume of shorter, one- to two-page assets with attractive, pithy titles: “Ten Seconds That Will Make or Break Your Remote Support Business,” “Remote Support Teams That Saved the Day and How They Did It,” and “Eight Remote Support Fails,” to name just a few.

The final result was a fully realized content plan, including production notes and timelines for development.

ELEVATION SUGGESTED
A LARGER VOLUME
OF SHORTER, ONE- TO
TWO-PAGE ASSETS
WITH ATTRACTIVE,
PITHY TITLES

support features for managed

der (MSP) field is fiercer than ever. To win in this
ver ironclad reliability and flawless customer service. To do
rt software. It's critical to establishing market dominance and
ir systems running well. But not all remote support software
upport features critical to your success.

There is also your productivity to consider. Let's say you
have a bank of agents who are capable of handling five
support tickets an hour. If you have

STRATEGY

Because the acquisition was fairly recent, LogMeln was still completing its new visual brand guidelines for GoToAssist. Elevation stepped in to design new templates based on current brand information. This required Elevation to continually evolve the visual look of the assets in production as the brand became more coherent, while maintaining a consistent feel for the content.

By thinking holistically about LogMeln's business goals and employing a strategic approach to content, Elevation successfully supported the GoToAssist product team with a range of content, aligned to a single campaign story, to support its digital lead generation strategy.

Members of the GoToAssist team quickly shared their success across the LogMeln product lines. Within months, Elevation moved from campaign content planning to market research, audience validation and product messaging, and tactical planning. Today, Elevation is helping LogMeln develop audience profiles and research, thought leadership and other strategic services that help differentiate the company and its offerings from the competition.





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Instead of periodically asking an agency to produce a case study or another one-off asset, **the company now views content planning as a critical step in achieving its business goals.**

—Lorie Loe
Vice President of Content Strategy for Elevation

BUSINESS WINS

Boost Customer Engagement with Strategic Content Planning and Development

By partnering with Elevation Marketing, an agency that offers a deep content practice, LogMeIn reframed its tactical methodology for lead generation and developed a strategic approach to content. Instead of using content only to drive product trials and conversions, **the marketing team now views content as a way to bring an audience-centric story to the marketplace in a way that boosts customer engagement with the brand.**

Content planning practices at LogMeIn have also matured. Instead of periodically asking an agency to produce a case study or another one-off asset, the company now views content planning as a critical step in achieving its business goals.

ABOUT ELEVATION

Elevation Marketing is a full-service B2B marketing agency, providing exceptional client experiences that result in more business wins. We go beyond tactics to inspire experiences that build brand believers. From a holistic perspective, we focus on all aspects of operations and strategy to ensure alignment between marketing and sales.

We have a strong command of inbound marketing, and know how to effectively manage, deliver and retain buyers. We offer full-cycle web development services for the enterprise. We build bridges of communication, streamlining the dissemination of information to targeted entities.

Whether its partner portals, online stores, web apps or microsites, our custom digital solutions help you govern personal data through its entire lifecycle for superior lead generation and nurturing.

If you have a B2B product or service that solves real-world problems, then you've done your job. We'll do ours by connecting you to the B2B decision makers that will benefit from what you have to offer.



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Scott Miraglia, President

Sales@ElevationB2B.com

275 East Rivulon Blvd., Suite 411

Gilbert, Arizona 85297

480.775.8880

