

CAMPAIGN MANAGEMENT



Case study  NVIDIA.

THEIR CHALLENGE

NVIDIA Europe's biggest event of the year is GTC Europe, which attracts over 3,500 delegates and sponsors from across the industry to discuss and learn more about AI. They needed outsourced marketing expertise to lead the audience acquisition campaign and ensure registration targets were met.

The requirement was for campaign planning and then on-going management to deliver the campaign through their internal creative, digital, field and product marketing team.

OUR SOLUTION

Yellow Spider designed strategic plan around four variables: staged objectives, communication waves, audience behaviour attributes and vertical segmentation. The result was an integrated campaign plan that worked across email, web, paid media, social, print and outdoor.

To deliver the campaign we built a project plan that plotted tactics, timings, milestones and metrics. We managed the campaign through the internal teams, ensuring everybody was fully briefed and fully engaged, evolving their existing project management and communication processes as we go.

To ensure the campaign was on-track and delivering against target we brought the team together and led quarterly deep-dive review and planning sessions.

BENEFITS

- ✓ Integrated strategic plan, campaign plan and project plan
- ✓ Centralised and streamlined project and campaign management
- ✓ Campaign delivered on-time and on-budget
- ✓ Processes updated and then evolved according to learnings and performance
- ✓ Teams fully involved, briefed, accountable and motivated

CAMPAIGN SNAPSHOT

- 5 campaign stages
- 11 communication waves
- 17 emails pre show
- Organic social and Paid digital (Facebook, Twitter, LinkedIn, Google Ads)

“ Yellow Spider supported us with Campaign Management for GTC Europe over the past 2 years. They were the glue that ensured all teams involved - including creative, digital and marketing- delivered on time and our campaigns got executed according to plan. They worked tirelessly and demonstrated strong commitment as if they were regular members of the team. I would highly recommend for any marketing or project management role that requires immediate results. ”

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