iS15 interactive strategies

Solve the Case
2015

Most of us are used to identifying a big, glaring problem and improving it. It's fairly straightforward to notice where someone missed a step, and fill in the gap. But how do you improve performance when it looks like everyone is doing a pretty good job?

Find your team and solve the case

Need an icebreaker for when you sit down to lunch at a table with nine strangers? The minutes between sessions when you pretend to be checking emails so as not to look like a hapless loner? Look no further! This is a game of collaboration, creativity, shrewd deduction, and yes, thinking big. Apply what you learn today to craft a truly transcendental, interactive marketing plan.

Read, re-read your case

- Do more than comprehend. Immerse yourself in their problem. Expound. Bear in mind that this is an imaginary company and we don't have time to test your results, so you'll be graded on your inventiveness as much as on your stratagem.

- Draw from your real world experiences to fill in the blanks. Perception is reality, even more in this game than it is in real life!

- Put your heads together. Your team will be as diverse and varied as a Marrakesh bazaar, so lean on each others' expertise.

- Implicate one of today's speakers! We brought in subject matter experts just for your enlightenment. Pick their brains. Ask for greater understanding with regards to their presentation. Apply their wisdom to help you win!

- Test it on a sponsor. Our event today is supported by real world practitioners of interactive marketing. Chances are, they have some insight about what works.

Ready, set, go!
Find your team and get cracking!

Case:
Tech Company Mashup

"The whole is greater than the sum of its parts." -Aristotle

Offering:

Cloud-based SAAS for B-B and B-C customers

Challenge:

- 3 companies are merging, each with 5-7 years in operation.
- Companies are combining complementary technologies and operations.
- One company has significantly larger brand penetration than the others.
- The resulting brand and website will represent a hybridization of the three entities.
- Information-rich website will be written and created from scratch to convey the combined offerings' cohesiveness.

Each company's sales and implementation have been performed online for several years, as will the new entity's onboarding process. The companies have had strong sales through their digital efforts, but have only performed rudimentary tracking.

Goals:

- Maintain each company's respective sales momentum.
- Improve net sales by 24%.
- Improve brand recognition among existing and new customers.
- Increase employee productivity by 15%.

Listen to today's speakers and get some fresh insight. Fill in the gaps in your knowledge bank.

How do you harness three spirited horses and get them to pull in the same direction?