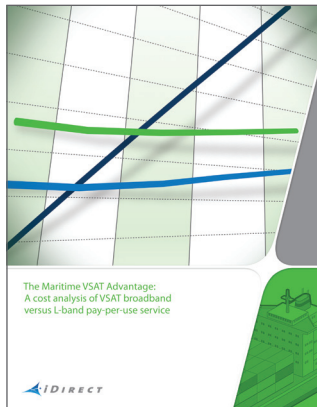


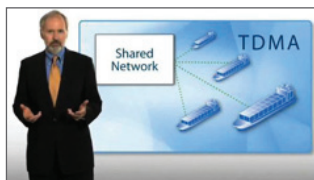


## iDirect Lands New Business Through Content Marketing



### Step 1: ROI analysis

Sheffield wrote and designed a 16-page ROI study featuring original research from iDirect. The study was marketed directly to ship operators as a premium offer during a successful lead generation campaign. iDirect channel partners also used the paper as a powerful sales tool for their key audiences.



### Step 2: Technology overview

VSAT technology can be a daunting subject for service providers. Sheffield produced an 8-minute "video white paper" that presented an easy-to-follow overview of iDirect's technology platform. The video was gated behind a data capture form and marketed to subscribers of maritime trade publications and other prospects, generating hundreds of qualified leads.

A leader in satellite communication technology, iDirect saw an opportunity to make waves in the maritime market, delivering high-speed connectivity to vessels at sea. Sheffield helped iDirect:

- \* Produce and implement a major content marketing program that pioneered the company's push into vertical marketing
- \* Create a broad range of compelling content that won over channel partners and end users
- \* Reach 2,500 prospects and win new business

### Issue:

As a leader in maritime satellite technology, iDirect spearheaded one of the most significant innovations in the telecommunications industry. It created a satellite-powered broadband router that makes connectivity possible anywhere. iDirect wanted to take its solution further into the emerging maritime market, but needed to overcome misconceptions that satellite is an expensive, highly specialized technology with little potential to impact business performance.

### Approach:

Sheffield helped iDirect architect an ambitious content marketing program targeted toward end users and channel resellers. To launch the effort, Sheffield teamed with iDirect to craft a compelling and concise narrative through which iDirect could easily share its story. Sheffield then collaborated with iDirect subject matter experts to publish a wide range of sales tools that educated prospects on how the satellite industry has advanced and how new innovations could solve their business challenges.

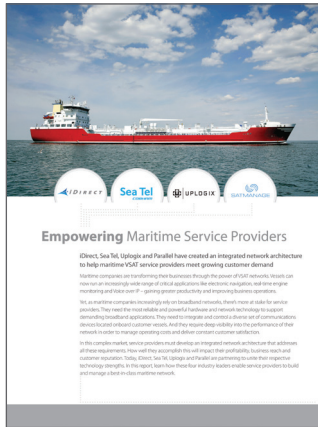
Sheffield developed an ROI analysis paper that sought to dispel financial misgivings shipping operators may have had about investing in satellite technology. It also showed how onboard broadband connectivity could improve business productivity and lower operational costs. The ROI paper was marketed through an email campaign, with key findings further supported by case studies and influential media placements.

# Case Study



### Step 3: Case studies

Sheffield developed a series of compelling case studies that covered every core segment of its end user and channel partner audience. The series profiled how the maritime industry's top service providers and ship operators are gaining a business advantage through iDirect technology.



### Step 4: Thought leadership

Sheffield wrote and designed an editorial supplement, placed in the leading trade publication, that examined emerging business challenges and solutions for maritime VSAT service providers.

At the same time, Sheffield helped iDirect target prospective service providers to explain how satellite technology can help them capture a share of the fast-growing maritime market. The multi-channel effort featured two thought leadership supplements profiling iDirect's successful maritime partners in the top satellite industry trade publication, as well as an 8-minute video white paper that detailed the benefits of satellite technology in clear, accessible and visual terms.

## Results:

Over several months, advertising and a multi-stage email campaign produced informed, highly qualified sales leads for iDirect and its partners. Greater awareness was driven through PR outreach, event marketing and both print and online advertising.

- ✦ The email campaign reached more than 2,500 prospects, generating a 15% response rate
- ✦ The overall efforts helped iDirect win new maritime contracts
- ✦ PR outreach landed prominent media coverage in key trade publications, including case study and byline article placement
- ✦ The campaign improved iDirect's Search Engine Optimization program, dramatically increasing #1 rankings, top-5 rankings and first-page rankings