

It's a big world. Make it yours.

A BBN AMERICAS **CASE STUDY**

Adobe



Case Study

Adobe: educator marketing

Challenge

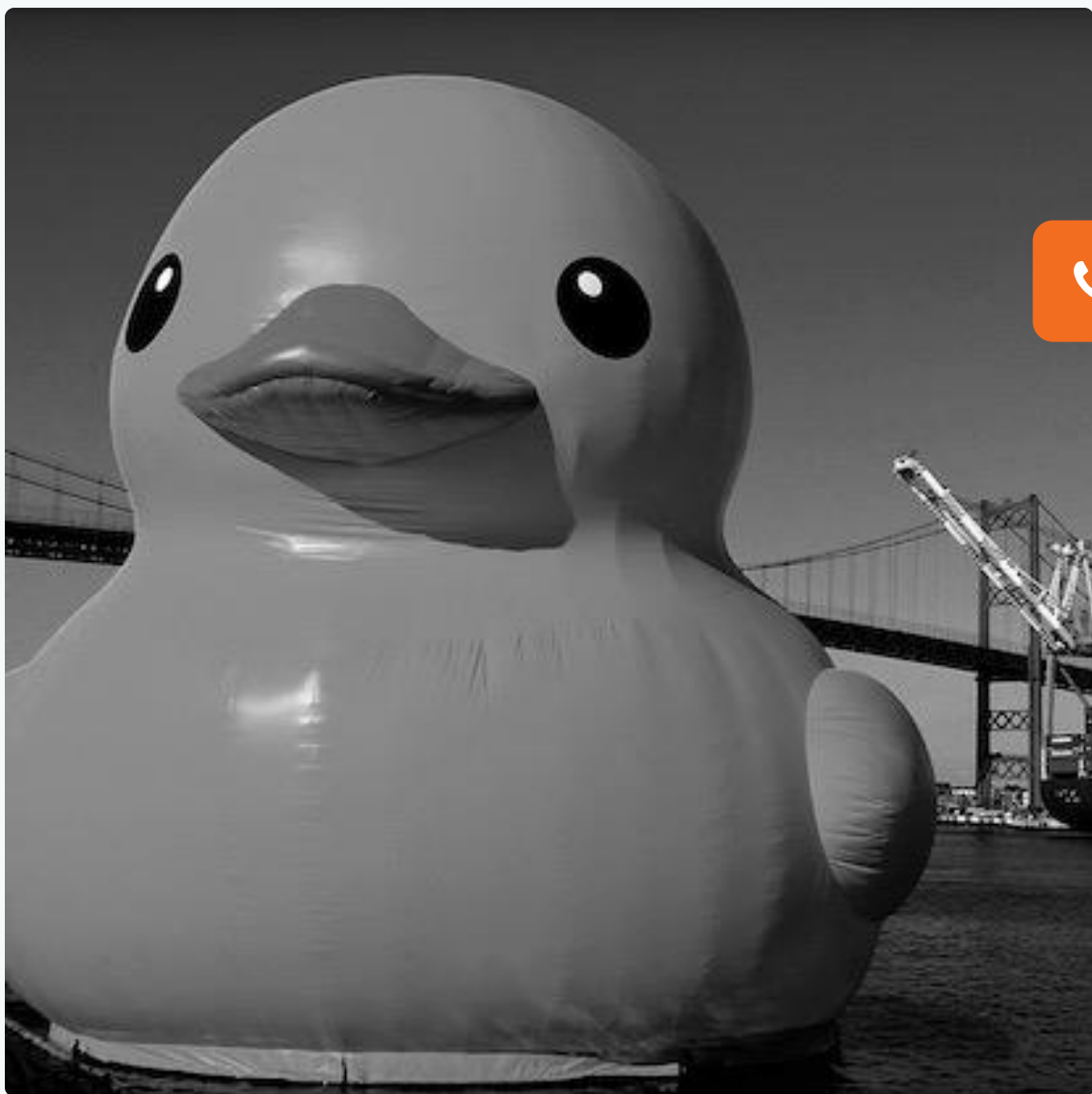
- Adobe is a US multinational computer software company that has historically specialized in software for the creation and publication of a wide range of content, including graphics, photography, illustration, animation, multimedia/video, motion pictures and print. Adobe needed help with engaging with the educator community.
- They approached Market Logic to launch an Americas marketing campaign that included a portal for educators, a lead generation campaign and support at a major industry conference.

Solution

- Developed an engaging learning platform for teachers and directors to fully immerse them in Adobe's value proposition for the Education Sector and help them leverage these tools in their schools.
- Developed an educational campaign highlighting benefits of moving to the cloud. Identified prospects to amplify data and conducted inbound campaign including emails, web content syndication, and social media.
- Designed booth and coordinated with sponsors for Talent Land Guadalajara (biggest educational trade show in Latam region).

Results

- Education content hub: +1040 new leads in 5 months; +850 subscribers; 12% pipeline attribution over original goal; +8.5 min average time on site.
- Lead generation campaign: \$606K in revenue; +282K average pipeline; ROI \$20.2 over \$1 invested



A BBN case study

Intrigued?

For more information on BBN in the Americas, please contact:

Ed Davis, Business Development

E: ed@bbn-international.com

T: [+1 281 250 4871](tel:+12812504871)

Or complete the form on our site:

hopeformarketers.com



Thank you