

• CASE STUDY •

Data-driven tech trends report positions Rachelle Lara's client as industry thought leader

Learn how a tech trends report based on original research provided Rachelle's client with industry-leading content and leads.

1K+ downloads of the report

Over 30% of selling partners engaged with report

Maximum ROI with repurposing opportunities



“Working with Redpoint to deliver my client's first tech trends report turned out to be not only a success, but has also evolved into an ongoing partnership. Leadership, sales, marketing, the end customer – they are all pleasantly surprised by the insights and multiple ways of leveraging the report. Everyone is asking, 'When's the next one coming out?' That is the true measurement of success!”

Rachelle Lara
Marketing consultant

Interested in producing high-quality original research and thought leadership content that will make an impact with your audience?

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Challenge

Finding the right path to thought leadership for a new client

Rachelle Lara is a marketing consultant in the healthcare and technology sector with extensive experience in content strategy and execution. For one fairly new client, developing thought leadership content was a priority. However, many of the internal thought leaders were too busy to spend time being interviewed or to help create thought leadership content.

To counter this challenge as well as to address a research gap in the industry where her client could show thought leadership, Rachelle wanted to create a research-backed tech trends report. Not only would it help solve the problem of trying to create thought leadership content when internal thought leaders were too busy to contribute time to assist, but Rachelle felt confident she could manage the project and bring in outside research vendors to help with the execution.

“My client wanted to position itself as a trusted partner and resource and this type of research would serve as valuable, high-quality free content that their customers weren’t getting with other technology brokers they work with.”

However, because this was a new approach to thought leadership content for her client, the leadership team was unsure of its value or priority. Fortunately, the CMO, who Rachelle worked closely with, believed strongly in the value of data-driven content, was able to convince the leadership team to approve the project.



Solution

Redpoint delivers smart guidance and strong project management

Once Rachelle's client committed to a tech trends report based on original research they would conduct, the next step was finding the right research partners.


“I'm establishing what I hope to be a long-term relationship with a new client. This is the first original research project for them. A successful outcome was extremely important to me, so there was an element of risk involved in working with a third-party research partner for the first time.”

Rachelle had previously worked with large research firms that were focused mainly on data analysis and questionnaire development, and came with a heavy price tag. Finding a tech-focused research partner with a full-service offering within her clients' budget parameters would be crucial.

When Rachelle reached out to Redpoint, what set them apart from other vendors was that they offered a customized, end-to-end service, knew the technology industry, and could help them find the right B2B tech audiences to survey. Price also came into play, as they were cost-effective.

“Redpoint asked smart questions, was very organized and responsive, and the process was just easy and streamlined. I never had to worry about being off track with the timeline. And I appreciated the quality of their reporting.”

Once Rachelle had determined Redpoint was the right fit, they worked together to pitch the project to the marketing leadership team at Telarus. “Going in as a team and pitching the project to the client made them feel confident, and they were totally sold after that first meeting,” says Rachelle.



Results

Client sees high engagement with the report from the industry and selling partners

Given that there was a lot of risk involved for Rachelle in making sure the project went smoothly and her client was happy, one of the things she valued most was that “Redpoint delivered on their promise and were really great to work with.”

Equally important, the project delivered strong results for Rachelle’s client. Not only did the executive team go from skeptical to sold; they continued to refer to the study in industry panels, articles, and presentations, extending its value.

Other results Rachelle’s client has achieved thanks to the report include:

- 1K+ downloads of the report
- Engaged over 30% of the clients selling partners with the report
- Elevated the clients’ thought leadership within the industry and amongst its selling partners
- Maximized ROI by repurposing report in multiple formats for multiple audiences

“Everyone’s excited. Leadership, sales, marketing, the end customer – they are all pleasantly surprised by the insights and multiple ways of leveraging the report. Everyone is asking: When’s the next one coming out? That is the true measurement of success!”

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