



Case Study

Marketing Operations Transformed: Upleveling and Unifying a High-Profile Advertising Program

THE CHALLENGE

A trade show association added a post-pandemic twist to its 80th annual awards show – a livestream watch party. But legacy technology made it nearly impossible to manage the awards, the livestream, and all of the entrants, viewers, and judges that go with them.

THE SOLUTION

SalientMG's marketing operations experts started with a new awards platform, which automated what had previously been a very manual and cumbersome process for entrants and judges.

Then, they implemented a new event platform, which managed registrations and reminder emails for the live and virtual shows, then aired the livestream. By integrating this platform with HubSpot, all attendees' data automatically synced with their existing CRM data. SalientMG also used HubSpot to deploy pre-show engagement nurtures for livestream registrants.

THE RESULTS



40% YoY increase in awards entries, which also surpassed pre-pandemic levels



365 livestream viewers



100% YoY increase in revenue from awards entries