



CASE STUDY

# Bringing consistency to trade show marketing and event execution

[elevationb2b.com](https://elevationb2b.com)



**elevation**marketing

## BACKGROUND

# Elevation's command of B2B marketing strategies informs its event management capabilities for Amazon Healthcare

Amazon is the largest online consumer retailer in the world and one of the most valuable brands. Its B2B division, Amazon Healthcare, brings the company's hallmarks of selection, savings and convenience to corporate healthcare customers.

Much of the company's story is well known. In 1994, Amazon was founded as an online retailer that sold books. However, as time went on, the company capitalized on the rapidly expanding online marketplace to diversify product offerings into virtually all areas of retail hard goods, food, digital media, electronic media devices and more. Today, Amazon literally offers everything to consumers ranging from 'A to Z' as the brand implies.

Amazon Healthcare is based on the successful parent brand model with modifications made to improve the

way healthcare organizations source and purchase products making supply chains more efficient, simplifying contract administration, and bringing comparison-shopping to healthcare. Today, Amazon Healthcare supplies a marketplace for all types of healthcare organizations including hospitals and health systems, dentists, non-acute care, alternative care and more. Plus, the company's online sales technical expertise gives customers analytics tools to help track spending throughout a company or an entire global organization.

Amazon Healthcare is slated to become a significant division of the Amazon brand over the coming years. Part of that growth will come from Amazon Healthcare's ability to define its value proposition with niche markets. For the dental industry, Amazon Healthcare offers an unmatched variety of dental

supplies and access to literally millions of products. The shopping experience is streamlined and reliable, making it easy for customers to find what they need quickly. Plus, Amazon Healthcare offers competitive "business pricing" and reliable shipping options to create a purchasing process that's unlike any other vendor in the space.





## CHALLENGE

Ensuring a winning combination of tactical marketing strategy married to exceptional logistical execution, consistently for every event

When Amazon Healthcare first reached out to Elevation for help, there were too many vendors involved in managing these trade shows. With overlapping efforts and inefficient waste of resources, it made oversight difficult and unnecessarily complex. This complexity was contributing to the inconsistent brand experiences that target audiences were having while attending these events.

Part of the problem was that Amazon Healthcare's presence at each event lacked connection to its brand messaging. Typically, event management companies don't consider the broader, overall marketing strategies of the brand while planning and executing events, nor do they know how to map the event experience to those strategies. Amazon Healthcare reached out to Elevation Marketing to take on the challenge of managing its trade show marketing because Elevation had proven its ability to drive real results, applying best practices in marketing techniques to event experiences.



**Elevation's team members know how to best align the strategy to the buyer in the sales and marketing journey, and carry that into a successful trade show environment—consistently, every time.**



## STRATEGY

### Phase 1: Research

#### What did Elevation Marketing do?

Elevation's typical approach to establishing a strategy for any trade show is not unlike its strategy for an integrated marketing campaign. It begins by understanding the audience, identifying their needs, pain points and relevant solutions to address those, while creating hyper-targeted messaging and creative that concisely communicates Amazon Healthcare's value proposition while motivating the audience to a specific business action. A successful trade show strategy must also include pre-event research and planning, on-location management and post-show marketing activities to maximize return on investment (ROI).

Elevation's team began the pre-event research process by collecting historical and relevant data. In order to uncover new opportunities and develop a creative messaging strategy for trade show events, Elevation:

- Initiated qualified stakeholder interviews to gain insights into the audience, market trends and relevant upcoming events.
- Interviewed both internal Amazon Healthcare stakeholders as well as external stakeholders for insights to develop surveys that Elevation used to gather primary, quantitative data regarding audience needs, sentiment, awareness and other critical information necessary to develop strong creative strategies.
- Leveraged insights gleaned from the quantitative research to conduct a qualitative review with members of the audience who are receptive to a deeper dive on specific topics and questions.

Additionally, Elevation's team examined online content, social media activity, previous vendor activities and other relevant information pertaining to previous trade shows, other related events attended by the target audience and, when available, competitor activities around upcoming events. From there, Elevation aggregated all data points and insights to develop a tactical plan and creative messaging strategy for each of the upcoming trade shows.







## STRATEGY

### Phase 2: Creative Messaging

#### What Elevation Marketing did.

Following the results of the research activities conducted in Phase 1, Elevation initially recommended the following tactics for trade show events, which — in Elevation’s experience — generate more booth attendance, better engagement and more conversions.

#### Email Marketing

Email marketing is extremely successful in engaging with trade show delegates prior to, during and after an event. Because these communications are typically non-promotional in nature, they often fair better in terms of open and response rates compared to other email campaigns. Elevation also leveraged Amazon Healthcare landing pages and other digital content and media to support lead nurturing and provide a next step for event attendees.

#### Promotions

Promotions are critical to the success of an event. Not just in what a business is offering to attract more conversions, but also promotional materials and activities that pull attendees to the booth. Elevation has years of experience in collaborating, designing and developing hyper-engaging solutions for event promotions.

#### Social Media Marketing

From social advertising to engaging directly with prospects around relevant content, topics and conference news, social media is a powerful tool for increasing awareness of Amazon Healthcare’s presence and promotions at a trade show.

#### Digital Advertising

Elevation leveraged digital advertising in a number of ways to promote each Amazon Healthcare trade show, including geo-fencing ad campaigns around targeted conference centers and hotels and leveraging keyword research



during pre-show marketing. Digital advertng is a cost-effective method for increasing awareness and driving interested users back to content that will support better booth attendance and conference conversions.

#### Direct Mail

From simple postcard reminders to high-end executive door openers, direct mail was helpful in reaching targeted contacts and getting Amazon Healthcare’s booth added to their “must see” list for the conference.

#### Customer Appreciation Events

Elevation concepted and organized special events during trade shows, targeting customers and rewarding them for their

loyalty. One such event was held for 125 guests at an off-site venue, where transportation, catering and live entertainment were provided. In addition to managing all aspects of this customer appreciation event, Elevation sourced swag for a special gift bag that was distributed to guests.

#### Booth and Display Design

Elevation’s team of designers, strategists and content writers developed a custom trade show booth experience that presents the brand in the best light while grabbing the attention of every passerby. One of the largest designs Elevation created for Amazon Healthcare was for a 20’ x 20’ booth, which also featured a custom-designed display backdrop.

## STRATEGY

### Phase 3: Execution

#### The show must go on!

Elevation turned a comprehensive creative strategy and message into a perfectly executed event consistently building brand attraction, fostering buyer brand relationships and accelerating the sales pipeline for Amazon Healthcare at every trade show. Elevation's team set out to produce compelling, strategy-driven participation that fosters excitement and generates buzz about the Amazon Healthcare brand and message. Elevation always aims to ensure that every aspect of each event will execute seamlessly from pre-arranging speaking opportunities to ensuring on-site support, production of marketing collateral and sourcing unique swag, scheduling networking events and everything else that results in a successful trade show experience for customers and prospects.

### Phase 4: Measuring Results

#### How did Elevation Marketing do it?

Understanding the impact of an event is critical to evaluating the success of all marketing activities conducted before, during and after. At the trade show, Elevation typically recommends capturing traffic or estimated traffic as one indication of success.

## Elevation also established additional success metrics including:

### Engagement

Depending on the recommended strategy, tactics and historical presence of Amazon Healthcare at a particular show, assessing engagement can include everything from measuring pre-show activities such as content downloads and opened emails to the number of set appointments. At events, Elevation typically recommends capturing traffic or estimating traffic to the booth as one indication of success.

### Conversion

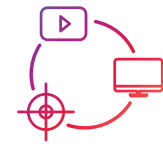
The total number of specific business actions achieved as pre-established by the overarching trade show strategy.

### Total Leads Acquired

Elevation consults with Amazon Healthcare prior to each event to recommend, build or test methods for assessing the total number of leads associated with a specific trade show activity.

### Social Media Reach

This is measured as an increase of social engagement across major social networks, or by the number of impressions generated as part of marketing activities.





#### DELIVERABLES

- Third-party vendor management
- Cost estimation and forecasting
- Handling orders for trade show materials
- Lead collection and nurturing programs
- Event-based, digital geo-targeting
- Database management
- On-site marketing
- On-site staffing and logistics
- Post-event marketing campaigns
- Pre-event marketing campaigns
- Event management process development and training
- Event strategy, goals, research, planning and tactical development
- Marketing, product and sales collateral
- Swag conceptualizing and production
- Client appreciation event planning and execution
- Logistics planning and coordination



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## RESULTS

### Elevation was able to provide the blueprint for rolling out a successful trade show event consistently

Elevation consolidated trade show and event management under one roof, and aligned it to sales and marketing strategies, with a focus on turning ideas into tangible profit for Amazon Healthcare every step of the way. Quantitative results of trade show ROI is confidential. However, by consolidating all of the moving parts of a successful event and aligning it with strategy, Elevation was able to provide the blueprint for rolling out a successful trade show event consistently. This capability has contributed to Amazon Healthcare's successful participation in over 80 regional and national trade shows annually. Elevation's blueprint also enabled Amazon Healthcare to bring new staff up to speed quickly on the status of trade show events, and how shows are planned, managed and executed. Elevation provided a one-stop shop solution for all requirements in managing and marketing its annual trade show participation across North America.

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ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss your project?**

**CONTACT US**

sales@ElevationB2B.com  
275 East Rivulon Blvd., Suite 411  
Gilbert, Arizona 85297

**480.775.8880**



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