

# Content Marketing: The Customer Experience Defined Through Video

More than 110,000 people watch Accumula's new video

## HELPING EXPLAIN THE VALUE OF RETAIL SYSTEM INTEGRATION

**The challenge:** Accumula offers niche solution for retailers that are trying to unite online and in-store point of sale solutions, enabling its customers to offer a premium brand experience to shoppers. Leading into the busy season (Nov.-Dec.), the company wanted to better define its brand value and help drive awareness with customers and prospects. They looked to Voxus to help define and create a piece of content and push it to the target market.

## USING VIDEO TO DRIVE AWARENESS AND CREATE BUZZ

**The idea:** For the initial piece of content, Voxus wanted to create something that was easily consumable and had a long shelf life. After sketching out the story, it was clear that video would be the best medium for the campaign. The team immediately started identifying a fun animated retail aesthetic, wrote the script and got the video into production.

The team also outlined a promoted social media campaign on Facebook, LinkedIn and Twitter designed to target specific interests and purchase criteria. Finally, the team designed a custom landing page and an email blast that could be sent to Accumula's entire customer and prospect list. All of this was completed in less than 4 weeks.

## ACCUMULA

**Accumula** makes in-store and online retail systems work together so customers can focus on building their business. The result? Less overhead, improved order workflow and happier customers.

## WE'VE HAD HOW MANY VIDEO VIEWS?

**The results:** Once the video was complete, the landing page went live, the email blast was sent and the social promotions began their two week run. Watch the video [here](#). Metrics:

- **400,000+ social impressions**
- **112,000+ video views on social media**
- **Nearly 2,000 people watched the entire 100 second video**
- **\$2.70 average CPC**
- **More than 100 social shares**
- **More than 420 unique email opens for a 36% conversion rate**

