

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

