



“After going through a lot of data providers, we settled with Lake B2B because of their clear understanding about our requisites and our particular targeting personas. We were extremely satisfied with their customized services accurately suited to our needs.”

*Janet Wilson
Director of Marketing*

A stylized illustration of a mountain range with a flag on the highest peak. The background is a gradient of teal and blue, with a sun or light source behind the mountains.

*IT Manufacturer Lands
New Client worth
\$500,000
in Event Presentation*



ABSTRACT:

Meeting at business events is more than a routine task for decision-makers. At event meets, they are ready to take ideation literally out-of-the-box and make their close calls to allow innovation. What counts is your representation. We had a major breakthrough recently!



CLIENT:

Our client is a mid-level software manufacturer based in California. Their new offering in information security claimed to be a game-changer, and they intended to present it at an IT conference in Tokyo.



PROBLEM STATEMENTS:

- They wanted all interested businesses in the vicinity to attend their presentation
- Create an overall awareness and anticipation for the product in IT circles
- Personalized invitations was to be sent out to potential partners and investors in the region

PROBLEM STATEMENTS	SOLUTIONS
Finding Interest Groups Locally:	<ul style="list-style-type: none"> ➤ B2B Decision-Makers' Lists with \$50M+ turnover in selected APAC regions ➤ Geo-targeted segmentation of 5 APAC countries ➤ Past IT Event Attendees in Japan for the last one year
Multichannel Awareness for Client's IS Product:	<ul style="list-style-type: none"> ➤ Product Email Campaigns to top decision-makers in the APAC IT sector ➤ Specialized Social Campaigns promoting features and specifications of the product ➤ Discussions on B2B online forums to spread awareness and anticipation ➤ Tech forums were ripe with mentions of the new Information Security offering
Sending Meet-up Invitations for the Event:	<ul style="list-style-type: none"> ➤ Personalized One-on-One Email Campaigns to invite regional businesses in Japan and other APAC countries to the Tokyo event ➤ Direct Mail Campaigns (Video Brochures and other Premium print materials) to fix 1:1 appointments apart from the exhibit
Post-event Follow-up:	<ul style="list-style-type: none"> ➤ Following up on each email and phone query post and prior to the event ➤ Regular lead nurturing campaigns ➤ Direct integration to client's CRM to add new leads in real-time

RESULTS:

21% Conversions
from first 5 email campaigns

1.3k+ New Followers
from social campaigns

359 Local Businesses
attended client exhibition

