



“Between Lumo and DCM, we’ve added new life to our marketing. And it’s getting us some real results.”

—Thomas Lynch, CEO, Empire Media Partners, LLC

Empire Media Partners, LLC nets new interest and sales with IBM marketing

IBM Business Partner [Empire Media Partners](#) offers digital marketing, brand building and events management services to businesses across the globe. Boasting more than 20 years of experience, the media company focuses on helping its clientele generate new leads and build revenue streams. The organization is headquartered in St. Louis, Missouri.

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Objective

In recent years, Empire Media Partners had been incorporating IBM® Watson® Customer Engagement technology more frequently into its marketing solutions, and the business wanted to better highlight the value of this joint offering to potential customers.

Approach

Empire Media Partners coordinated with Lumo Consulting, Inc. to launch a multi-touch, integrated marketing campaign that targeted midsized businesses in the US. The four-week initiative incorporates messaging from the IBM Digital Content Marketing (DCM) tool, positioning Empire Media Partners and IBM as market leaders.

Benefits

The campaign helped capture increased interest, generating new leads in less than two weeks. All of this increased activity converted to two new customers and an overall software pipeline of roughly USD 700,000.

Results

2 net new accounts added while also building a USD 700,000 software pipeline

>10 leads created resulting in several meetings with potential customers

<2 weeks to identify viable leads after campaign launch

Campaign highlights

- Used DCM content to create thought leadership pieces posted on social media and sent via email
- Identified and targeted prospects for additional touches by tracking email response behavior
- Coordinated with Lumo Consulting to follow up with leads and generate opportunities