



CASE STUDY

Building meaningful
business relationships with
The Business Show

Expleo includes virtual events in their marketing strategy with the help of The Business Show

EXECUTIVE SUMMARY

Expleo is a global technology partner for forward-thinking organisations worldwide. The group helps companies to harness technological change to transform their business to be greener, safer and more innovative. Expleo strives to be the number one digital transformation enabler for Irish businesses.

Expleo's marketing campaign was impacted when the COVID-19 pandemic hit Ireland in March 2020. The company was thus tasked with changing its marketing strategy and was looking for an innovative platform on which to stay connected with clients and business prospects, and help it in these challenging times. Expleo partnered with The Business Show and as a result they:

- Increased brand awareness
- Engaged with 100 new qualified leads
- Were recognised as a key digital transformation partner during COVID-19

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I would certainly recommend the Business Show to any enterprises seeking to copper-fasten client relationships with tailored online content and support.

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The Business Show platform looked really futuristic compared to standard webinar platforms which were becoming very passé.

— SIOBHÁN SMITH, HEAD OF
MARKETING AT EXPLEO IRELAND

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CHALLENGES

Before The Business Show, Expleo used tactics such as PR, advertising, digital channels, radio and inbound marketing to reach their target audience. When the pandemic hit Ireland, the marketing campaign they were working on was no longer relevant as it incorporated a large event.

The company shifted towards a more digital approach to stay connected with its customers and business prospects, while working from home. It produced a blog series from internal experts, honing in on areas such as business agility, digital transformation, leadership and process automation. It was looking for a platform that could 'collate' its key messages.

HOW THE BUSINESS SHOW HELPED

The Business Show helped Expleo to maintain conversations with clients and stay connected with the business community. It was also an ideal platform to gauge the 'on the ground' sentiments of business leaders in terms of pressing challenges, opportunities for growth, and the appetite for tech-led decision making. While the pandemic threatened to curtail a sizable amount of innovation, The Business Show served as a channel of engagement between Expleo and its clients. They were able to provide guidance and support where necessary, whether through helping them improve efficiencies, deliver strong people management and recruitment, or improve corporate sustainability.

Siobhán Smith, Head of Marketing of Expleo Ireland, confirms that the Business Show serves as a crucial touchpoint with clients and business prospects at a significant time during the pandemic. It also facilitates helpful discussions that yielded actionable insights for clients, helping navigate the uncertainty with a higher degree of clarity and confidence. She added: "As with any relationship, clear, accessible communication channels are the key to trust and shared success, and The Business Show has given Expleo a tremendous boost in this regard".

Moreover, The Business Show helped Expleo to communicate with people across the Irish business landscape and open up conversations about how our organisations can better help each other. Virtual events also tie in well with the proliferation of video conferencing and zoom meetings that have now become the norm. No longer constrained by centralised event locations, we can engage with a wider variety



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It’s a superb platform, I haven’t seen anything like it.”

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The Business Show helped us to keep conversations going with clients and connections in the business community.”

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The Business Show platform is a powerful tool for businesses seeking to strengthen and refine their marketing strategies, broaden their portfolio of clients, and ultimately, drive revenue forward.”

of prospective clients seamlessly. It also provides the unique opportunity for a more targeted approach to event attendance, in which attendees can easily navigate the catalogue of keynotes from the comfort of their home, or catch a portion of the event that relates to their business needs during their lunch break, for example.

The platform enabled Expleo to engage with a captive audience of savvy business leaders who recognise the omnipresent challenges and opportunities precipitated by the pandemic. Siobhán believes that their keynote speech was a fantastic opportunity to be seen as a Thought Leader and to show their expertise within a particular field in front of potential buyers. The latter was a catalyst for discussions with 500 prospects just after their conference session.

She advises that “The Business Show platform is a powerful tool for businesses seeking to strengthen and refine their marketing strategies, broaden their portfolio of clients, and ultimately, drive revenue forward.”

RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

After the campaign, Expleo managed to get over 100 qualified leads who wanted to connect with the company and follow Expleo’s story. There was also a marked uptick in brand awareness in 2020 according to its brand tracking metrics. “Establishing purposeful connections with prospective clients is the name of the game, and The Business Show has given us a distinct edge in this regard,” adds Siobhán.

Moreover, she thinks that the feedback they’ve received and the subsequent connections they’ve made will lead to improvements across their sales division, while strengthening their customer service, reporting, and lead generation capabilities.

“I was delighted with our partnership with The Business Show. I would recommend the platform to others and I look forward to seeing the awareness and participation increase this year. Genuinely, this has been a significant driver of growth for Expleo, and I would encourage any interested parties to reach out to the Business Show team who are great at what they do,” she concluded.

Expleo elevated its partnership with The Business Show to become founding partner for its second edition.

