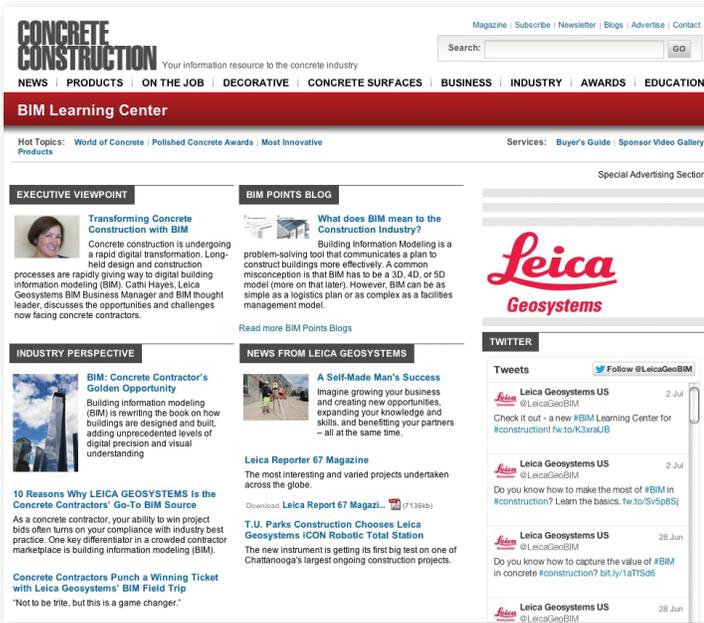


# CONTENT MARKETING CASE STUDY

ANOTHER HANLEY WOOD STRATEGIC MARKETING SERVICES SUCCESS STORY



## GOAL

Leica Geosystems is a world leader in the development and manufacture of precision laser-measuring and scanning tools used in concrete construction to support building information modeling (BIM) processes. To increase product sales of their BIM-enablement tools with concrete construction professionals, Leica Geosystems needed a content marketing program to better connect with prospective buyers and to position Leica Geosystems as a respected thought leader in the industry's BIM conversation. Hanley Wood Strategic Marketing Services Group was asked to have a fully-realized content marketing program go live within 25 working days (before a key global partners' conference).

## SOLUTION

Develop a helpful, service-oriented online BIM Learning Center that attracts and informs concrete construction professionals considering the purchase of BIM-enablement tools. The Learning Center is populated with a robust mix of:

- Exclusive third-party editorial content produced and licensed by Hanley Wood Media to Leica Geosystems
- Original Leica Geosystems-commissioned content produced by Hanley Wood Strategic Marketing Services, including an Executive Viewpoint, Industry Analysis and other high-value thought leadership content
- Engaging social media focused on BIM, such as continuously-updated blog posts and Tweets

## RESULT

Leica Geosystems now has a single, measurable Internet destination for BIM-enabled technology announcements and field sales training. Senior marketing leadership at Leica Geosystems is delighted with Phase I of their content marketing program. The goal of delivering before the global partners' conference was achieved with quality, high-value content. Leica Geosystems is now actively planning Phase II enhancements, including but not limited to, continued content creation, improved and enriched social media and a supporting media campaign aimed at concrete construction professionals.