

# TARGET INSIGHT CASE STUDY | Objectworld

**A STRATEGIC GAME PLAN FOR OBJECTWORLD—** Objectworld Communications Corp. launched a new product in August 2005. Seven months later, having established a solid foothold in Canada, general availability was announced. The next step was to attack the high-growth, small-to medium-sized enterprise (SME) market in the USA.

Objectworld Unified Communications Server™ is all-in-one SIP PBX software for Microsoft® Windows®. The compelling value proposition strongly resonates with IT professionals responsible for their companies' converged telecom and data networks.

1 “Irene Crosby was recommended to us by a local marketing consultant,” said David Levy, President & CEO, Objectworld. “The consultant put Irene’s name forth as an experienced, independent marketing communications professional, who would work with us to develop our strategic marketing communications game plan.”

*The components of Objectworld’s strategic marketing communications game plan are confidential. Therefore, this Client Success Story will describe the approach taken to determine the strategic and tactical elements of the plan.*

## The approach

Putting a plan together is much like looking at the spilled contents of a few puzzle boxes, while needing to assemble just one of the puzzles. A logical approach is to look for the border pieces and then organize the remaining pieces into themes. While all data is relevant at the beginning of a project, experience helps to focus on the germane puzzle pieces, while putting aside the pieces that will not achieve the primary goal.

Using this analogy, the border pieces of Objectworld’s marketing communications plan were their business objectives, target audiences, and marketing communications budget. With this key information in hand, it was time to sift through the puzzle pieces.

## Compiling and interpreting data

Objectworld’s people are technical thought leaders, articulate and above all, passionate about their product. These attributes came through in a kick-off meeting and further reinforced during individual meetings with players in product management, marketing and sales. The one-on-one meetings helped to bring a plan in focus.

Complementing the internal data was information obtained from external sources. SME is a recognized high-growth market, so volumes of data can be obtained and digested if one takes the time to visit and read industry websites, channel-related websites and competitors’ websites.

Once the data was sifted and organized, on the surface there appeared to be a multitude of strategies and tactics available to Objectworld. Visualizing the “border” was key at this point.

The last step in the process was to determine which of the strategies and tactics would be the most efficient and effective to ensure the Objectworld team would achieve the 12-month business objectives they had established; which would best resonate with the profiles of the decision maker and influencer target audiences, and which would be executed in keeping with their budget (and be on brand).

## Client

Objectworld’s break-through product enables IT professionals to safely and easily manage their company’s converged voice and data networks.

## Project

Develop Objectworld’s 12-month strategic Marcom Plan.

## Challenges

Product is ready now; channel is being built; competition has deep pockets.

## On target, plus

- Familiarity with the subject matter meant Irene Crosby was up-and-running quickly, delivering a final plan and comprehensive calendar of activities in three weeks
- Delivered an organized brief of all research uncovered during the project, such as industry journalists, events, websites and more
- Provided all data uncovered during interviews in softcopy format

## Setting and managing expectations

A weekly communiqué briefly explaining what was done the week previous and what would be done in the coming week kept the team current and on the same page.

## Achieving expectations

At the end of the third week of the project, a preview of the marketing communications game plan was presented to the Objectworld team. Preview meetings typically generate good discussion, and Objectworld's meeting was no exception.

The plan met the approval of the Objectworld team. It was annotated to capture the key points of discussion that arose during the preview meeting. The final soft copy Objectworld Marketing Communications Game Plan and the 12-month Calendar of Activities were sent to the team.

## Exceeding expectations

The project champion received the following value add:

- Throughout the project, all relevant data uncovered was documented. Objectworld received a Microsoft Word file containing:
  - Lists of target journalists, analysts, and consultants;
  - A comprehensive list of events including a brief overview, URL, target audiences, and recommendations; and
  - A list of online and print media within their market space.
- A Discovery Document was provided that captured all comments during the interview process and indicated which comments were mentioned often enough to be considered trends.

## A client success story

Using a reliable, independent marketing communications professional familiar with your industry and your business translates to time savings. The professional will be up-and-running quickly. The professional will take less of the project champion's time and will need less time from your subject matter experts. The professional will be able to develop strategies and execute tactics quicker and with greater insight.

"Irene, thanks for all of your input – it was great. Now all we have to do is implement the plan," said David Levy, President & CEO, Objectworld. "We'd like to continue working with you, so we'll be in touch to discuss a follow-on contract."

### Next steps

Need help? Let's get a conversation started.

**E** [Irene.Crosby@targetinsight.ca](mailto:Irene.Crosby@targetinsight.ca)  
**M** 613.769.7054  
**W** [www.targetinsight.ca](http://www.targetinsight.ca)  
**T** [@irenecrosby](https://twitter.com/irenecrosby)

## About Irene Crosby

**Irene Crosby, Founder and Principal of Target Insight**, is an accomplished marketing communications consultant located in Ottawa, Ontario. Services include marketing communications strategy development; hands-on implementation of marketing communications activities; website planning and project management; and copywriting. Irene works with CEOs, VPs, and marketing managers to develop and executive communications plans that resonate with target audiences, engage customers, and drive business. Her 20 years of experience span high tech, life sciences, education, health care, insurance, financial services, and the public sector. Irene is adept at managing projects and keeping clients up-to-date every step of the way—no surprises. *You and your customers deserve insightful communications.*

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