



## MediaDev / Getronics Case Study: How to Create Great Content out of a Market Study

### Campaign Overview:

MediaDev was hired by Getronics to design and implement a market study as part of a lead generation program. We started by profiling hospitality accounts in the UK (4 and 5 star, London-area hotels) and identifying key decision-makers to reach out to via outbound telemarketing and email marketing. The goal of the program was to capture business card details, obtain opt-ins for receiving information in the future, and conduct a market survey (via phone and online).

We worked with Getronics to design the survey questions and call script, and created an email with a link to access the survey online, giving prospects a choice of participating by phone or at their leisure. We compiled all of the results, then analyzed them to create an infographic which overviewed the key findings, and exposed industry trends. We worked with GETRONICS to create the required design for a final document so it had a harmonious look and feel with other company assets and brand images (including the company website).

The infographic was then distributed to all survey respondents via email to enhance brand awareness for GETRONICS. This outreach served as the basis for a lead generation activity to identify highly qualified sales opportunities.

*"MediaDev did a great job managing and executing a survey, part of a lead generation campaign. We got top-quality results with on time delivery. The infographic was highly professional and suited our exact needs. We highly recommend MediaDev for their holistic marketing approach."*

**- Isabelle De Weirdt, Global Marketing and Communications Director at Getronics**

About



Getronics is a global ICT integrator with an extensive history that extends over 130 years. With nearly 4,500 employees, 45 locations in 22 countries across Europe and Asia Pacific, and in Latin America under the Connectis brand, Getronics brings a strong capability and expertise in Workspace, Applications, Unified Communications and Managed Cloud services to provide a pro-active, end-to-end portfolio to enable the digital user - business or consumer, in both public and private sector.

**With GDPR Compliance Looming, Top Hotel Managers Rank Security as Their Number 1 Priority**

We have interviewed over a 100 General Managers of London's Top 4 and 5-star hotels. This infographic presents the highlights of our findings and provides their view on improving the guest experience.

Hotel managers rank the following topics as the most important when it comes to improving the guest experience:



**How hotel managers are looking to monetize services further:**

