

# Flimp Case Study: Corporate Education

Video Communications for Corporate Events

Client: Marshall Goldsmith/State Street Bank

## About Marshall Goldsmith

Dr. Marshall Goldsmith is a world authority in helping leaders achieve positive, measurable changes in behavior for themselves, their people and their teams. The American Management Association named Dr. Goldsmith as one of 50 thinkers and business leaders who have most influenced the field of management over the past four decades. He has authored eighteen books, including the bestseller *The Leader of the Future*.

## Marketing Objective

For his breakfast seminar event for State Street Bank corporate leaders, Dr. Goldsmith decided to use FLIMP Rich Media to create a video email campaign to introduce himself to attendees as well as generate some interest in his recently published book *What Got You Here Won't Get You There*. "I utilize many different marketing methods for my books and speaking engagements and was intrigued by the opportunity to use new technology to create a personalized marketing message using video and multimedia," said Dr. Goldsmith.

## The FLIMP Campaign:

A self tracking flash videosite was created for Dr. Goldsmith using FLIMP, an acronym for Flash Interactive Marketing Platform. Flimp enables marketers to quickly create, deliver and track flash video websites and landing pages for email and web marketing with no programming or analytics plug-ins required.

The breakfast event microsite that incorporated a video clip of Marshall Goldsmith speaking was delivered to seminar attendees by email. Along with information about the event, the flimp videosite referenced Dr. Goldsmith's book

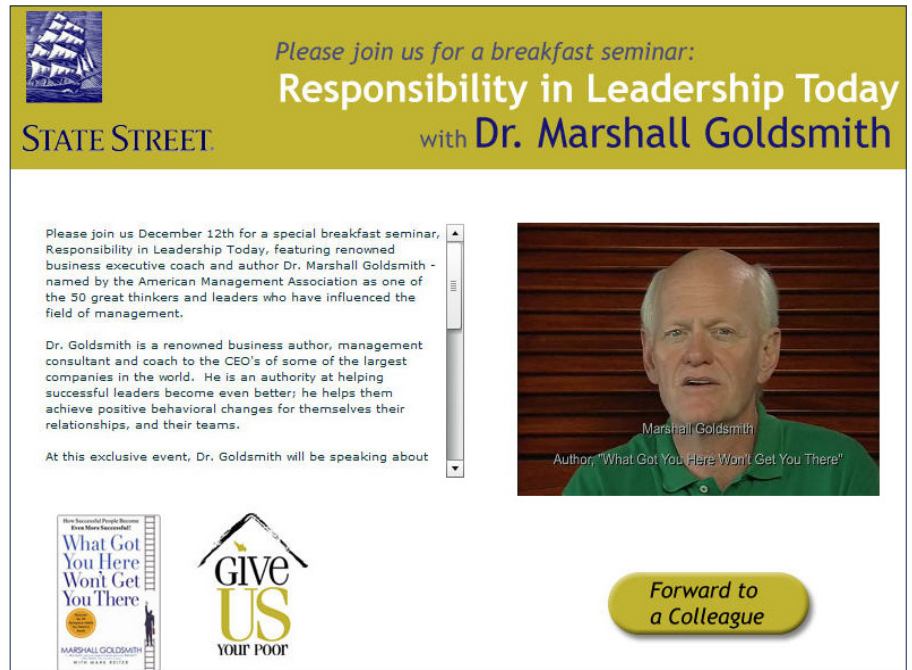
### Flimp Media, Inc.

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Dr. Marshall Goldsmith found that using FLIMP Rich Media was a more effective and personal way to communicate with State Street Bank seminar attendees than using static graphic and text email marketing.

*What Got You Here Won't Get You There* and promoted a nonprofit organization. The flimp videosite was delivered to 400 State Street executive leaders using the Corporation's own internal email client. Videosite viewer interactions, engagement and responses were tracked within the Flimp Account reporting dashboard. "The FLIMP platform was easy to use and the quality and clarity

of the video was excellent. I was able to reach my audience in a much more personal and engaging way than if we had used HTML email," Dr. Goldsmith noted.

## Campaign Results

The flimp videosite was an effective way to introduce Dr. Marshall Goldsmith to State Street's management team and seminar attendees. FLIMP enabled Dr. Goldsmith to quickly and cost effectively incorporate audiovisual content with detailed data collection into his marketing introduction. "I am convinced that using video is much more powerful than using static print and email marketing and FLIMP makes it easy to do without getting into a big expensive marketing project. There is no question that using video content with the ability to track viewer responses will have a big impact on the future of event marketing."

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Dr. Marshall Goldsmith

**Responsibility in Leadership Today**  
with Dr. Marshall Goldsmith

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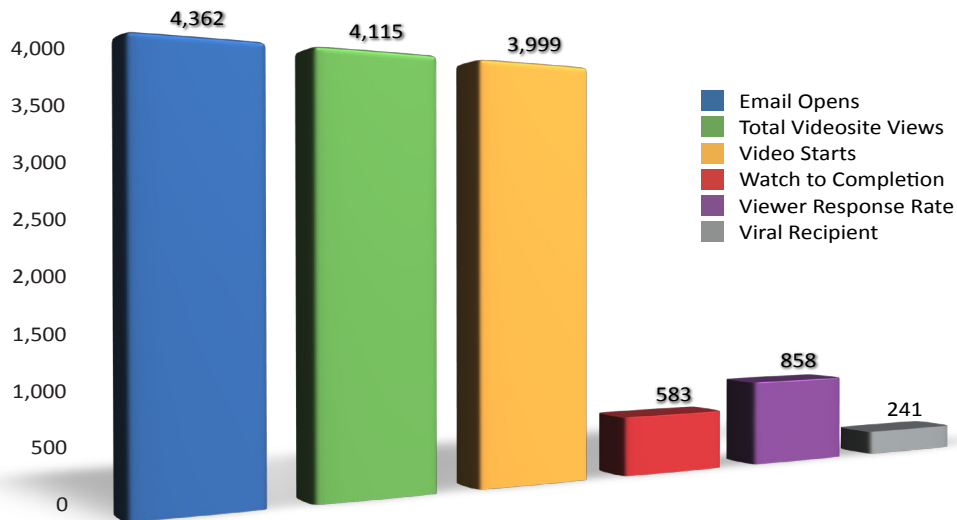
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RICH MEDIA MARKETING

## Give Us Your Poor Flimp Videosite Campaign. Viewer Engagement and Response Data

Using FLIMP, four separate flash videosite email marketing campaigns were created, launched and tracked by viewer email address to promote the Give Us Your Poor concert.

	1	2	3	4
Video Duration	6 min., 20 sec.	8 min., 37 sec.	6 min., 48 sec.	1 min., 59 sec.
Total Viewing Time	39 hr., 19 min., 48 sec.	34 hr., 24 min.	268 hr., 7 min., 12 sec.	3 hr., 58 min., 58 sec.
Average Viewing Time	3 min., 42 sec.	1 min., 23 sec.	8 min., 18 sec.	2 min., 24 sec.



Target Audience Actions	Viewers	Response Rate
Received video email campaign	9,900	100% of delivered emails
Opened email with flimp videosite message	4,362	44% of email recipients
Total videosite views (includes views from viral recipients) <sup>1</sup>	4,115	94.33% of email opens
Successfully watched video message (video starts)	3,999	97.18% of videosite viewers
Watched to completion (watched entire video)	583	14.17% of videosite viewers
Response links clicked (videosite response)	858	20.85% of videosite viewers
Forward to a friend (sent to a friend) <sup>2</sup>	241	5.86% of videosite viewers

1. Multiple views by the same person within 5 minutes are counted as one videosite view.

2. Viral Recipients data does not include messages forwarded directly from email agent (such as Gmail, Outlook, etc.).

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